

The Cotton Gin and Oil Mill

PRESS

AUGUST 22, 1959

60th
year

THE MAGAZINE OF THE COTTON GINNING
AND OILSEED PROCESSING INDUSTRIES

A PROGRESSIVE AND RESPONSIBLE PUBLICATION

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THE BUCKLE WITH ALL THESE FEATURES

- Easy on the hands
- Strong on the tie
- Good throat, easy threading
- Guaranteed proof strength of 3,000 lbs.
- Breaking strength up to 6,000 lbs.
- Made from new-billet steel
- Tumbled to eliminate sharp edges
- Lies flat to band; minimizes friction against other metals in boxcars—believed a cause of cotton fires
- Shipped in cotton bags within each lift of cotton ties

Now available with Dixisteel ties

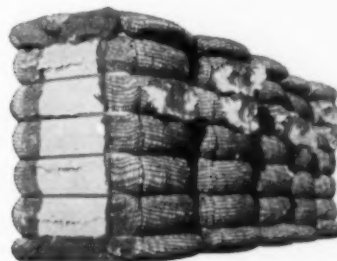
Ginners, compressors, and shippers alike will welcome this new DIXISTEEL Side-Opening Buckle, now available with the favorite of all cotton ties—DIXISTEEL.

They are cold punched from hot-rolled special analysis, new-billet steel, and tumbled to provide a smooth finish. There are no sharp edges to cut ties, hands, or gloves.

DIXISTEEL Buckles consistently run 15% higher in strength than ASTM standards. They will not snap at the eye, spread, bend or break.

These new buckles are packed in cotton bags, 300 to each bag. Five 50-lb. bags are packed inside of each lift of 50 bundles of cotton ties.

Specify DIXISTEEL Cotton Ties with the new side-opening DIXISTEEL Buckles.



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Standard bundles weigh approximately 45 pounds and contain 30 ties—each 15/16 inches by approximately 19 gauge, 11½ feet long. Sixty-pound ties are also made. Buckles available separately in any quantity.

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ATLANTA, GEORGIA

THE COTTON GIN AND OIL MILL PRESS

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READ BY COTTON GINNERS, COTTONSEED CRUSHERS AND OTHER OILSEED PROCESSORS FROM CALIFORNIA TO THE CAROLINAS

OFFICIAL MAGAZINE OF:

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NATIONAL COTTON GINNERS' ASSOCIATION
ALABAMA COTTON GINNERS' ASSOCIATION
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THE COTTON GIN AND OIL MILL PRESS

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3116 COMMERCE STREET, DALLAS 26, TEXAS

laugh it off



Midget Auto Owner: "I want a half-pint of gasoline and a teaspoon of oil, please?"

Service Station Attendant: "And shall I cough into the tires, sir?"

Johnny had just bought a popsicle, and the bell had rung for school. He hurriedly stuffed the iced stick into his pocket and ran for class.

"Now children," the teacher said, "What are the people in China called?"

"Chinese," answered Sam.

"Japan, Grace?" the teacher asked.

"Japanese," answered Grace.

"Johnny—what are the people in Europe called?" she asked.

Johnny hummed and hawed, and finally his neighbor whispered the answer.

"I'm not either," Johnny answered indignantly. "It's this darned popsicle."

"Are you out of your mind, lady?" the conductor asked the woman as she started to lead her horse into the sleeping car.

"Certainly not," she said, "he gets sick on buses."

Local maternity shop received the following letter from an irate customer: "Gentlemen:

Please cancel the order for a maternity dress which you were going to deliver to me. My delivery was faster than yours."

She: Darling, did you ever try to sell vacuum cleaners?

He: No, of course not.

She: Well, you'd better start now—that's my husband coming up the walk.

"Now be sure and write plain on those bottles," said the farmer to the druggist, "so as I'll know which is for the wife and which is for the horse. I don't want anything to happen to that horse."

Do you know where Moscow is located? Sure, in Russia.

Nope. It's located in the barn beside Pa's cow.

First Woman: "She actually asked you what your husband did for a living?"

Second Woman: "Yes, I told her he had his own business and spent all his time minding it!"

The best way to get real enjoyment out of the garden is to put on a wide straw hat, dress in thin, loose-fitting, unstarched clothes, hold a little trowel in one hand and a cool drink in the other, and tell the man where to dig.

A teacher asked her class to name some of the benefits of the automotive age.

There was some silence and then one boy spoke up: "Well, it stopped horse stealing."

Salesman: "I've been trying to see you for a week. When may I have an appointment?"

Executive: "Make a date with my secretary."

Salesman: "I did, and we had a swell time, but I still want to see you."



OUR COVER PICTURE:

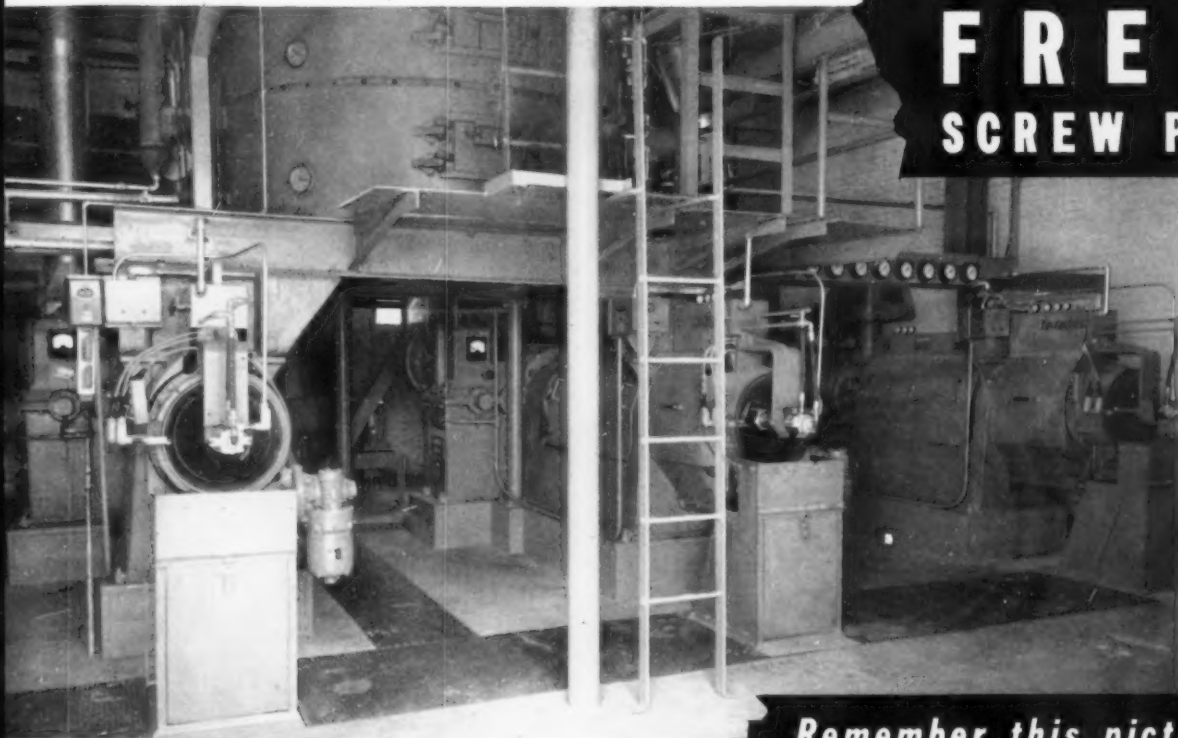
Ever-changing patterns of light and shadow make the great White Sands National Monument at Alamogordo, N.M., unlike anything else in the world. This is truly part of New Mexico's enchantment, worth the time of any visitor.

Photo by John Jeter

Process **COTTONSEED** and **SOYBEANS**

with less than 3% residual oil... without making any change in your

FRENCH **SCREW PRESSES**



Remember this picture...?

This photograph has appeared before in our advertising—and we thought you'd be interested in the follow-up report.

We first reported in 1957 that this plant was handling 120 tons of cottonseed per day on their three new French Screw Presses, with an average of 2.7% residual oil in meal for the first three months of operation. Since that time, they have found it advisable to increase the scope of their operations to include the processing of soybeans.

Without changing their press room equipment in any way,
this plant recently ran soybeans for a six-weeks period with an average residual oil in meal shipments of 2.8%.

The ease of switching from cottonseed to soybean operations makes it possible to take advantage of changing markets with no inconvenience to the manufacturing department.

We are also pleased to report that this customer has been so satisfied and successful that they have installed a fourth French Screw Press this year. Like many other mills, they have discovered that the versatility and efficiency of French Screw Presses have meant substantial increases in their profits.

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Normal Hexane”

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Textiles' Newest Baby,

Non-Woven Fabrics

NOW AND THEN the shopper, workman, or housewife picks up a piece of fabric or a manufactured article which has a strange look and feel. The material looks a lot like cloth and feels much like cloth but is enough different from ordinary woven fabrics that it puzzles the uninitiated.

These strange materials usually are the textile industry's newest creation, non-woven fabrics. They are used in a variety of industrial, apparel, sanitary, surgical, and household purposes.

Some common industrial examples are bagging, cheese or meat wraps, tobacco cloth, wiping cloths, and various and sundry forms of advertising novelties.

As apparel they are used as crinolines, and employed in the manufacture of doll clothes, some limited form in dresses, handkerchiefs, skirts and undergarment stiffeners.

In the sanitary and surgical field they are used for adhesive tapes, bibs, diapers, facial tissues, etc.

For household purposes they are utilized in the manufacture of aprons, bedspreads, dish, dust, and polishing cloths of all kinds, lamp shades, place mats, tea bags, and window shades. These, of course, are only a very few of the many items in which non-woven fabrics are being employed today.

• Just What Are Non-Woven Fabrics?

—The name itself is a little confusing, since it is a negative term and could conceivably include any kind of sheet or fabric made by any process other than weaving. This could include such standard and well known items as knitted fabric, braided fabrics, feltings, etc. which do not employ the weaving process. There is some difference of opinion regarding the exact definition of "non-woven." For present purposes, it should be satisfactory to say that it is an aggregation of fibers or yarns which are chemically, mechanically, or thermoplastically bonded to make a sheet.

Probably the earliest example of a non-woven fabric was that of felt. One legend has it that felt was first discovered by Asian camel drivers who put tufts of wool in their sandals to provide cushions for their feet. During the wearing of these sandals the continuous warmth, moisture, and pressure to which they were exposed gradually interlocked the tufts of wool, thereby forming the first felting, or first nonwoven fabrics.

The development of the present non-woven industry was not particularly

rapid. Experiments were carried on in the early 1930s, in which thermoplastic fibers were partially fused by heat and then cooled to bind them together. A second method was the application of a synthetic resin binder to a web of fibers. This second process became more important and moved along more rapidly because there was an ample supply of so-called "waste fibers" which came from the carding and combing operations in a conventional cotton textile mill. Early products were not too satisfactory, and most of the items made from them were for disposable uses, such as wiping cloths.

Improvements in fibers, processes, and in bonding agents developed as a normal course so that today some very high quality non-wovens are made for many purposes, hitherto thought impractical, even going into outerwear use. Its rapid growth is illustrated by the fact that at the end of World War II non-woven fabric production in the U.S. amounted to only a few thousand pounds per year, whereas at the present time the consumption for non-wovens is estimated at about 125 million pounds per year. Some estimates say that this figure may be doubled within the next few years.

Fibers Employed

Of particular interest and concern to the cotton producer and others in the cotton industry is the possibility of the extensive use of cotton fiber, either in the form of waste fibers from the spinning mill, or in the form of virgin fibers from the bale. An interesting asset of the non-woven process is its ability to use almost any type of fiber. The choice, of course, is based upon the end use sought, and the qualities needed in the fabric, with due consideration being given to the supply and the cost of the various fibers. The usable fibers range from low grades of cotton waste to some types of mink fur, and the final texture of the fabric ranges from the smoothness of silk to the harshness of steel wool. These extremes, of course, are produced in very small quantity, but they do illustrate the great flexibility possible in the manufacture of non-wovens. The accompanying table gives an estimate of the use of fibers in non-woven fabrics. The terms are in millions of pounds per year for 1958.

• **Fiber Family Types** — Notice that the fiber family, in the accompanying
(Continued on Page 26)

Estimated use of Fibers for Nonwoven Fabrics*
(Millions of pounds/year—1958)

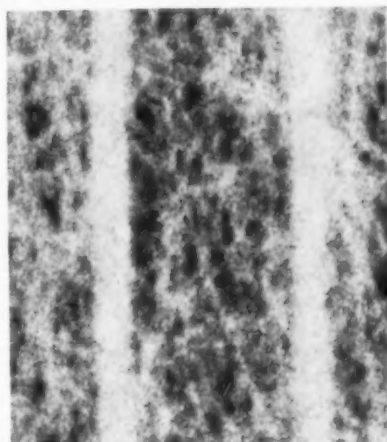
	Rayon	Acetate	Cotton	Other	Total	Percent
Low end industrial (pads, wipers)	5.0	2.5	15.0	2.5	25	32%
High end industrial (towels, laminates, filters, coatings)	7.5	2.5	12.5	2.5	25	32%
Household and sanitary (drapes, table cloths, bandages)	12.0	3.0	4.0	1.0	20	24%
Apparel (interliners, shoes)	4.5	1.5	1.0	3.0	10	12%
TOTALS	29.0	2.5	32.5	9.0	80	100%
Percent	36%	12%	41%	11%		100%

*Howard E. Shearer, "Distribution of Fiber for Nonwovens Estimated," *Daily News Record*, April 30, 1958.

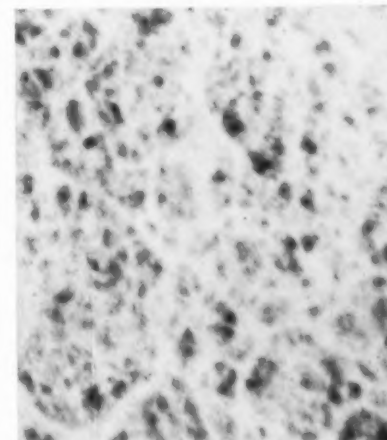


By

GEORGE W. PFEIFFERBERGER,
Executive Vice-President,
Plains Cotton Growers, Inc.
Lubbock, Texas



ENLARGED PHOTOGRAPHS of two non-woven fabrics. These two materials were made with synthetic fibers.





P. D. McCARLEY is shown here, at the left, with his oldest daughter and oldest granddaughter, at her wedding. On the right he is golfing with the late T. A. Hughston of Dallas at a National Cottonseed Products Association convention.



Atlanta's Fighting Irishman

P.
D.
McCarley

IRISH BLOOD was transfused into P. D. McCarley recently. Earlier transfusions had not helped him. But this pint of Irish perked the 84-year-old up so much that doctors now tell him he has more vigor than many men of 50.

Everyone who knows Atlanta's fightingest Irishman finds it easy to believe that P. D. McCarley has lots of vitality. The retired oil mill leader always had strong convictions. He always had the courage to fight for his beliefs. He still does.

"The government played hell with the oil mill business then, and it's still doing it," P. D. McCarley told us recently when we were talking about World War I. This most rugged of individualists never thought the government should have any thing to do with oil milling; he probably will find lots of folks agreeing with him now who didn't 20 or 30 years ago.

• **Full of Spirit** — It's a refreshing experience to visit P. D. and Mrs. McCarley in their pleasant home in the suburbs of Atlanta, as J. E. Moses and this writer did recently.

P. D. didn't want us to write about him. "No one's interested in me," he said when we started talking. "There's nothing for you to write," he said as we walked away after our visit.

But the facts are that P. D. McCarley is one of the most colorful men who ever strode across the stage of cottonseed crushing history.

• **Made Meetings Lively** — P. D. could even make a Rules Committee meeting lively. Trading rules of National Cottonseed Products Association are not the most exciting of subjects. Generally, NCPA Rules Committee meetings just before the convention are very routine. As a youngster, we much preferred to

explore New Orleans, or any other convention city, than to hear rules discussed. But, the fascination of watching P. D. McCarley, LeRoy Weber and other rebels in action was greater than seeing Bourbon Street (in daytime, at least.)

McCarley didn't favor cottonseed grading—"government interference," he calls it. He, as a crude mill operator, strongly differed with the refiners as to many trading rules. The committee would drone dully along, a dozen men sitting around a table and perhaps 15 or 20 more, who were not committeemen, half listening. Then, P. D. would rise to speak.

Business picked up. P. D. was always interesting. He was always forceful. He fought hard. But, when the final vote was taken and McCarley lost—as he often did—there was no bitterness in the man. He and his staunchest opponent would walk out, arm in arm, in friendship.

"There was nothing personal in it," McCarley comments. "I won a good many arguments. I lost a lot. I never wanted seed grading—when any business puts the government in charge, it's goodbye for that business."

McCarley's fighting heritage comes not only from Irish blood; his father and many uncles fought for the South in the War Between the States. During four years as a Confederate, his father was in the Battle of Atlanta and many others.

P. D. was born in Buffalo, near Fayette, in Alabama, and went through school with the late Tom Heflin, famed political leader.

It was 61 years ago, on Sept. 1, 1898, that the Atlanta office of Elberton Oil Mills hired P. D. to sweep the office and do other jobs while he studied shorthand

and bookkeeping in business school. The pay was \$30 a month—with a \$10 raise if he "made good." McCarley's services must have been satisfactory. He remained with Elberton for more than half a century, and rose to the presidency of the firm.

In those early days, Georgia had about 175 oil mills. Oil sold by the gallon and seed prices, even with so many mills competing, were usually around \$10 a ton. Along with other old timers, P. D. remembers the terrific impact of the coming of the boll weevil to the Southeast — "busting" many oil mills and others who lived on cotton — and World War I, when cotton linters in a single season dropped from eight cents per pound to five-eighths of one cent.

His experience includes helping to organize the Georgia Cottonseed Crushers' Association, and serving as its secretary, 1911-1913; and membership on the NCPA Rules Committee for 20 or 30 years. He was president of the Georgia Association in 1914-15 and 1933-34. His industry has honored him many times, including his honorary membership in The Old Guard, the oil milling honorary organization.

P. D. McCarley and his wife live at 5 Candler Road, S.E., in the Decatur suburban area of Atlanta. They have been married 11 years.

His first wife, whom he married in 1907, died in 1933. They had three children. Anne is Mrs. Porter Ellis of Dallas, Texas. Mary Adair is Mrs. John P. Woodall of Atlanta, and Carolyne is Mrs. Dean W. Roberts of Evanston.

Life is quieter for P. D. McCarley than it was during the 40 years that he was president of the Elberton Oil Mills. But we wouldn't say he is peaceful—no Irishman ever wants that said about him!

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HEXANE • Typical Properties

Volatility	Distillation (ASTM D-1078-49T) °F	IBP	152
		10%	153
		50%	154
		90%	155
		Dry Point	156
	% Aromatics		less than 0.3
Solvency Power	Aniline Point °F		143
Color	Crystal Clear		

HEPTANE • Typical Properties

Volatility	Distillation (ASTM D-1078-49T) °F	IBP	
		10%	201
		50%	203
		90%	205
		Dry Point	207
	% Aromatics		less than 0.3
Solvency Power	Aniline Point °F		144
Color	Crystal Clear		

Eastern States Petroleum & Chemical Corporation

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• Official Opposes Co-op Proposal

U.S. JUSTICE DEPARTMENT has testified in opposition to a proposed law to give farmer cooperatives more latitude in purchasing processing and marketing facilities.

Robert A. Bicks, acting head of the anti-trust division, said the measure "would constitute unprecedented delegation of unbridled power to private groups."

Mill Re-elects Officials

Officers and directors of Producers Cooperative Oil Mill, Oklahoma City, were re-elected recently. J. G. Stratton,

Clinton, vice-president; and Lanford Blanton, Frederick, were the two directors re-elected at the expiration of their terms. Wm. H. Kosanke, Lone Wolf, is president; and the other directors are Wayne Q. Winsett, Altus; George Stone, Oklahoma City; and Leonard Willems, Enid. A. L. Hazleton is manager.

Wm. Rhea Blake, Memphis, executive vice-president, National Cotton Council, addressed the meeting, and the Student Entertainers from Oklahoma State University entertained.

■ JAMES A. LUSCOMBE of USDA Ginning Laboratory, Clemson, S.C., continues to make excellent recovery from his injuries and is looking forward to an early return to work.



W. O. FORTENBERRY
President

• Plans Complete for Plains Growers

THE PROGRAM for Plains Cotton Growers, Inc., third annual meeting, Aug. 28 at the Lubbock Municipal Auditorium, has been announced by W. O. Fortenberry, president, and George W. Pfeifferberger, executive vice-president.

Bill Foreman, National Cotton Council public relations manager, and J. M. Cheatham, president of Dundee Mills, Inc., and first vice-president of American Cotton Manufacturers' Institute, will be guest speakers.

F. Marion Rhodes, director USDA-CSC Cotton Division, will also be a guest speaker.

"Public Relations for Agriculture" will be the topic for Foreman, a Mississippian and former newspaperman who has been with the Council since 1948.

Cheatham is expected to emphasize the importance of maintaining cotton quality, with particular reference to the industrywide tests to measure quality and mill performance.

Plains Growers will be hosts to members and guests at a fish fry at noon, and the meeting will adjourn about 3 p.m.

• Hough and Hicks Head Crushers

T. V. HOUGH, Kershaw Oil Mill, has been named president of South Carolina Cotton Seed Crushers' Association. He succeeds George Hooks, whose resignation because of his transfer to North Carolina was announced earlier.

Dan M. Hicks of Ninety-Six Manufacturing Co. has been elected vice-president of the Association, succeeding Hough.

Buckeye Has Family Day

Six hundred employees of the Buckeye Cellulose Corp. celebrated the company's annual family day at the Fairgrounds in Memphis, Aug. 10-11. The company is observing their 4,500,000-hour record without a lost-time accident, according to Edwin R. Stevens, employee supervisor.

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THE COTTON GIN AND OIL MILL PRESS
AUGUST 22, 1959



Rough Road Is Seen For Vegetable Oils

■ **SOYBEAN** producers and processors hold annual meetings in St. Louis; elect officers.

"The road into 1960 will not be easy," for oilseed processors, speakers warned the National Soybean Processors' Association annual meeting Aug. 10 in St. Louis.

The convention was held in conjunction with the meeting of American Soybean Association at the Sheraton Jefferson Hotel.

• **Processors Elect** — Glenn Pogeler, Mason City, Iowa, was elected chairman of the board and Donald B. Walker, St. Louis, vice-chairman, by the Processors' Association. R. G. Houghtlin, Chicago, was re-elected president.

Wm. King Self, Marks, Miss., is secretary and Scott E. Cramer, Chicago, is treasurer.

Ben R. Barbee, Abilene, Texas, and Ralph Bruce, Minneapolis, were named directors to fill unexpired terms. Other new directors are R. E. Alexander, Clinton, Iowa; A. M. Convis, Bloomington, Ill.; Dwight L. Dannen, St. Joseph, Mo.; Ralph S. Moore, Wichita, Kans.; A. I. Reisz, Henderson, Ky.; and Irving Rosen, Quincy, Ill.

• **Simcox Heads ASA**—American Soybean Association elevated C. G. Simcox, vice-president, to the presidency. The Assumption, Ill., producer succeeds John Sawyer, London, Ohio.

Charles V. Simpson, Waterville, Minn., was elected vice-president; and George M. Strayer, Hudson, Iowa, was renamed executive vice-president and secretary-treasurer.

New directors elected were Hubert Baker, Dalton City, Ill., succeeding Albert Dimond, Lovington, Ill.; W. M. Wallace, Woodlee, Ontario, Canada, succeeding A. E. Jolley, Chatham, Ontario; Glen Myers, Memphis, Mo.; and Harry Gatton, Jr., Rumsey, Ky.

Directors reelected were Sawyer; Simcox; Jake Hartz, Jr., Stuttgart, Ark.; Chester B. Biddle, Remington, Ind.; Howard L. Roach, Plainfield, Iowa; John W. Evans, Montevideo, Minn.; and Simpson.

Elected honorary life members of the Association at the annual banquet were Evans, farmer and seed producer; and Robert E. Hodgson, superintendent of the Southeast Experiment Station, Waseca, Minn.

The Association urged extension of PL 480 with an increased level of financing to \$2 billion to "relieve surplus food congestion for our nation, contribute to the peace of the world and build up foreign markets."

The Association also opposed "any proposals by government agencies which will limit or ban the usage of soybean oil or soybean protein in healthful food products for human consumption. We believe such products should be allowed to find their own levels of consumption based on quality and price unhampered by legislative regulations."

Geo. M. Strayer, Association executive vice-president and secretary-treasurer, said that a shift of a large acre-

age of corn land into soybeans in 1960, as advocated by some authorities, could mean a catastrophe for the soybean industry.

"This year we have reduced soybean acreage due to relaxed corn support prices and lowered soybean supports," said Strayer in his annual report. "We have a huge surplus of corn staring us in the face. Probabilities are that drastic measures will be taken to reduce corn acreage in 1960. If so, where will such acreage go? Are we going to try to solve our corn surplus problem by creating the same problem for soybeans?"

• **More Competition**—Soybeans and cottonseed face similar problems, D. J. Bunnell, buying vice-president, Lever Brothers Co., told the processors.

"More severe competition between soybean, cottonseed oil and lard can hardly be avoided," he forecast. "While low prices would adversely affect processor margins, export markets would be more easily attracted, provided foreign oil markets do not show a similar decline."

Bunnell also called attention to the possibility that the government may re-enter the cottonseed market, or start a program of buying soybean oil, if prices drop below support levels.

The speaker urged soybean processors to be aggressive in seeking wider food uses for soybean oil. Tracing the expansion of soybean oil uses, he commented:

"The use of soybean oil as an important raw material for vegetable shortening began in the 1930's. This market has had a remarkable growth. Last year 34 percent of our domestic consumption of refined soybean oil was used in shortening. After a slow start, margarine now provides a very important market for soybean oil. Last year 34 percent of our domestic soybean oil consumption went into margarine, representing 84 percent of the fat composition of this product."

"The fact that 68 percent of our total domestic consumption was used in these two food products and only 15 percent in mayonnaise and dressings reveals that the large salad oil field has used only minor quantities of soybean oil. Intensive technical research should find the answers to make soybean oil more acceptable for broader food uses. Soybean oil demand came to you processors from shortening and margarine manufacturers without any particular effort

on your part. This salad oil field is different, already supplied with oils of long usage and strong preference. If domestic outlets for soybean oil are to broaden more rapidly, you soybean processors must lead the way in energetically attacking the problem. But, still, the remarkable growth of our domestic soybean oil consumption kept pace with your industries very rapidly expanding production, until four years ago. The big, stable and ever increasing market here at home is one of your industry's greater assets."

• **Two-Billion-Pound Surplus** — Bunnell estimated that production of soybean oil has been about 4,260,000,000 pounds in the current season. Domestic consumption totals 3,250,000,000 pounds. Surplus of cottonseed oil is about 400 million pounds, making a combined surplus over domestic needs of approximately 1,400,000,000 pounds. In the 1959-60 season, the U.S. is likely to produce nearly two billion pounds more than domestic needs.

Both cottonseed oil and lard are likely to be more competitive with soybean oil this season, Bunnell told the St. Louis meeting. "The lower support price for cottonseed . . . may allow cottonseed oil to regain some of the ground it lost during the years of severe cotton restriction," he said. "American lard is now the cheapest edible fat in the world."

While it is impossible to evaluate accurately the export outlook until more is known about 1959-60 supplies in other countries, Bunnell commented that it will be "quite an impressive achievement" if next season's exports of soybean and cottonseed oil should equal the 1958-59 volume of 1,350,000,000 pounds.

• **Longtime Outlook Encouraging**—John H. MacMillan, Jr., chairman, Cargill, Inc., painted a bright picture of the longtime trend in vegetable oils consumption for the soybean processors.

But, he warned that the U.S. farm program must be changed for soybean growers and other producers to enjoy such expanding markets.

MacMillan spoke at a luncheon. The processors also heard a report from the director of the National Soybean Crop Improvement Council, and talks by Howard L. Roach, president of the Soybean Council of America; and Oakley M. Ray, American Feed Manufacturers' Association.



OFFICERS of American Soybean Association elected Aug. 12 at St. Louis, left to right, are George M. Strayer, executive vice-president; Charles V. Simpson, vice-president, and C. G. Simcox, president.

as viewed from

The PRESS Box

• HR 7740 Signed

PRESIDENT EISENHOWER on Aug. 18 signed the cotton allotment bill backed by numerous cotton industry groups. This is the final step in enactment of legislation which should materially aid in getting cotton acres into the hands of those who will plant them. Detailed information appears on Page 14.

• Cottonseed Allergy

AN ARTICLE on cottonseed allergy appeared in the June issue of the University of Michigan Medical Bulletin. Dr. R. E. Plymer, now at Reading, Pa., is the author. The article consists largely of a review of available information about cottonseed allergy, including the fact that cottonseed oil has been found not to be an allergen. The author says increasing use of cottonseed flour is "the main concern of the allergist."

• Signs of the Times

IN EVERY county we see many signs of the changing times in agriculture, says J. M. Eleazer of South Carolina Extension Service. "I was with County Agent Bull of Abbeville. He told me a large percentage of the 7,000 acres of cotton they planted this year had premerge chemical applied to kill crabgrass. The stuff was very successful too. Old-timers who fought grass with a hoe in the cotton patch doubtless were never

sanguine enough to dream of such a thing. Your county agent will have the latest dope for doing this when cotton planting time rolls around again."

• Arizona Promotion

MORE PROMOTIONAL ACTIVITIES are planned by Arizona Cotton Growers' Association this season. The objective is to sell Arizona cotton to American mills, and to create better understanding of

the state's cotton industry and its products. "Arizona—Growing with Cotton" is the title of an attractive circular being distributed.

• Spare Not the Rod

LIGHTNING RODS, once a standard fixture on buildings but now seldom seen in urban areas, haven't lost their usefulness. USDA has issued a bulletin calling attention to their value in preventing fires. And, nearly one-third of all U.S. rural fires come from lightning. Today's lightning rod systems are engineered to collect static electricity charges from the entire building and to dissipate the static into the air, as well as to provide protection from bolts from above.



Named Tech Director

WILMER SMITH, president of New Home Cooperative Gin Association and of Plains Cooperative Oil Mill, has been appointed a director of Texas Technological College, Lubbock. Smith graduated from Tech in 1937. He is a vice-president of Plains Cotton Growers, Inc., a past president of Texas Cooperative Ginners' Association, a director of Texas Cotton Ginners' Association and a member of the executive committee, and active in other cotton industry organizations. W. D. Watkins, Western Cottonoil Co., Abilene, is a retiring member of the board of Texas Tech.

THE COTTON GIN AND OIL MILL PRESS
AUGUST 22, 1959

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We Can Get Better Use of Cotton Allotments

Law Offers
Opportunity for
More Efficient
Production

FARMERS who want to grow cotton will have a better opportunity to do so in the future. This opportunity will result from the enactment by Congress of legislation designed to cause producers to use or lose their acreage allotments.

This law gives each farmer a chance to protect his acreage history by planting 75 percent of his allotment, or by planting a smaller proportion and releasing the remainder for the County ASC Committee to reapportion to another farmer who wants added cotton acres. In the same way, a county may either plant its 75 percent or release part of it to another county for planting.

This law was written to carry out the "use or lose" principle. It seeks to encourage—to force—the transfer of unused cotton acres. It's not perfect, but

it is far better than the former law which allowed non-producers to "kill off" cotton growers by keeping allotments without using them.

As was pointed out in The Press three months ago, when this law was proposed, "Everyone agrees that cotton allotments should be in the hands of farmers who will use the acres to grow cotton."

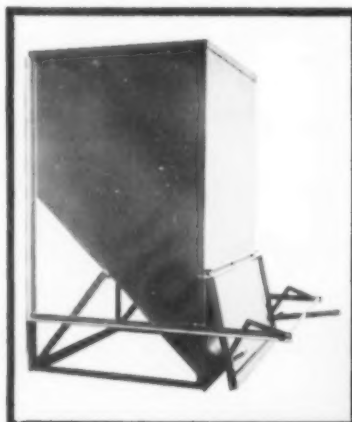
"Everyone wants farmers who will grow cotton to keep their allotments. But, everyone knows that thousands of acres of allotments aren't being used."

"This hurts farmers who need more acres for cotton. Unplanted acres hurt the economy of the area where they're being wasted. They're hurting the entire Cotton Belt—the Southeast, Mid-south, Southwest and Far West."

"This continuing loss of acres leads to

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Yes, Ginners, here is your answer to Seed Hopper problems . . . it is our Customer Seed Hopper with center discharge, scissor-type opening.



With this hopper you can cut-off the loading of your customer's wagon for any amount of seed he desires. Ginners who have used this seed hopper say they would not use any other kind. Once you've used it, we know you'll say the same thing. Also available is the standard side discharge hopper. Check with us today for complete information.



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LUBBOCK, TEXAS

loss of cotton farmers and to a continued decline in the economic health of the cotton industry.

"Something must be done to get full use of cotton acreage allotments."

• **Brief History** — Major provisions of this law were first summarized on May 2 by The Cotton Gin and Oil Mill Press. This article outlined proposals made at a meeting in Dallas attended by key leaders from the Far West, the Southeast, the Midsouth and the Southwest. The proposals were carefully studied in Dallas, and taken by these leaders to different areas for discussion by cotton producer organizations.

The National Cotton Council, which had been empowered to work on cotton legislation by a resolution adopted at the 1959 annual meeting, distributed The Press article to producer organizations throughout the Belt for consideration. Others distributed the article to members of Congress.

The Dallas meeting proposals were presented in Washington, and found to be similar to and have the same objective as legislative revisions which had been submitted earlier by USDA. Through conferences, the two sets of proposals were combined. These provisions became HR 7740 and were supported by most of the producer organizations, as well as processor groups, from the Carolinas to Texas.

HR 7740 was passed overwhelmingly by the House of Representatives on Aug. 5. The Senate substituted this House measure for its own pending allotment bill, and on Aug. 6 also enacted the legislation, sending it to the President for his signature.

• **Leaders Worked Hard**—Many months

"Washington Scratching Heads"

WASHINGTON is still amazed over the passage of the cotton allotment bill discussed in the accompanying article, according to a report from a veteran member of the newspaper corps in the national capital.

"A lot of people are still scratching their heads at the way an industry group was able to guide a major piece of cotton legislation over and around numerous obstacles despite the fact that some leading national organizations didn't lend support, there wasn't even complete unanimity in cotton circles, and that the poor relations between USDA and Congress make any farm bill extremely difficult to pass.

"Driving force", 'spark plug', 'prime mover' were among terms I heard applied to Fritz Heidelberg in Washington. No one really in the know doubts that he pushed this piece of legislation through Congress in what was, to say the least, a unique fashion."

of concentrated work went into the passage of this legislation, which will benefit the entire Cotton Belt. Many individuals and organizations shared in the effort. Obviously, it is impossible to list everyone, just as it is impossible to detail the support by Republican and Democratic leaders in Washington.

Four persons, however, must be mentioned for their key roles:

■ **F. H. (FRITZ) HEIDELBERG**, executive vice-president, North Carolina Cotton Promotion Association, led the fight in Washington. He also led the work in the Carolinas to secure agreement. In the words of another of the four key leaders, he "deserves a lion's share of the credit."

■ **B. F. SMITH**, executive vice-president, Delta Council of Mississippi, like Heidelberg, was at the first Dallas

meeting. He worked effectively in Washington and throughout the Midsouth in creating understanding and support of the measure.

■ **EUGENE BUTLER**, head of the Texas Cotton Federation and president of The Progressive Farmer magazine, led the fight from the Southwest and worked hard on the Capitol scene.

■ **ALEX NUNN**, also with The Progressive Farmer, was active in explaining the provisions drafted in Dallas to leaders in Alabama, Georgia, and nearby states and in securing support from that area and in Washington.

• **How Much Will This Help?** — The opportunity to get unwanted cotton acres out of the hands of nonproducers and into the hands of efficient growers

(Continued on Page 23)



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State Extension Programs Working To Preserve Cotton Quality

EXTENSION SERVICE cotton and ginning specialists throughout the Belt are actively working with county agents and farmers this season to do everything possible to maintain and improve the quality of cotton. Using information provided by Experiment Stations and Ginning Laboratories, the Beltwide Cotton Quality Committee and others, they have done much to help farmers understand the need for taking to gins the kind of cotton that ginnermen can handle for maximum quality.

The following reports from Arkansas and Mississippi tell of quality improvement activities there, and many other states have similar programs.

Arkansas

Arkansas Extension leaders, in cooperation with the Arkansas-Missouri Cotton Ginnermen's Association, have been meeting with county agents since mid-July in an effort to bring the importance of preserving quality to as many as possible.

David W. Chandler, Extension cotton ginning and marketing specialist and W. Kemper Bruton, executive vice-president of the Arkansas-Missouri Cotton Ginnermen's Association, spearheaded the drive to get this vital information to as broad an audience as possible. Chandler has been speaking at the district ginnermen's meetings, as well as holding meetings with county agents.

In meeting with county agents, Chandler outlined the quality situation as it stands today. He reviewed the various factors which influence fiber development and its quality, including cultural, harvesting and ginning practices.

Because of the confusion which has been created in the past few years, the entire quality situation was outlined, beginning with a simple explanation of how cotton fiber develops and how various cultural harvesting and ginning practices effect fiber properties. The importance of these fiber properties in spinning mill operations was explained.

The effects of harvesting practices on obtaining desirable grades and maintaining fiber quality were thoroughly explained. The effects of ginning practices on quality preservation also were explained.

Considerable time was spent in pointing out what Extension Service can do this year toward obtaining the \$3 to \$5 million which can be realized by carefully following the few simple fundamentals in harvesting, handling and ginning. Special emphasis was placed on gin yard grouping, providing an adequate number of trailers sufficiently large, picking only when the cotton is dry enough and a better training of machine operators.

Dates Set for Cotton Maid Finals at Lubbock

Weldon Gibbs, chairman of the Lubbock Chamber of Commerce Maid of Cotton committee, has set Nov. 24 as the date on which the winner of the Maid of Cotton Ball.

Gibbs met recently with James Moss, vice-chairman of the committee, and David Blackburn, manager of the Municipal Auditorium and Coliseum, to set the date for the award of the title. Nov. 23 was chosen as the night for the Maid of Cotton Ball.

Mississippi

A program to preserve the quality of Mississippi cotton, and thereby bring millions of dollars more into the state, has been launched.

A Delta-wide meeting of county agents and other agricultural leaders, who will spearhead the campaign, was held in Greenwood, Aug. 6, with a second state-wide general meeting in Jackson, Aug. 13, according to M. S. Shaw, associate director of Extension.

Growers were urged to keep their fields clean of grass and weeds late in the season, especially where the cotton will be harvested mechanically. Grassy bales are docked four cents per pound. Never pick cotton while it is damp or wet, the cotton experts also emphasized. Other suggestions for both farmers and ginnermen are being widely publicized.

Watch bale weight. If it is less than 275 or more than 700 pounds, it cannot be sold to the CCC, growers are also advised.

• **Several Speakers** — "Cotton is still king. But cotton will stay king only so long as we can keep up with the pro-

gress being made by other fibers," Dr. E. E. Berkley of Anderson, Clayton & Co., Houston, told the group, during the organizational meeting.

Every business in the cotton growing areas will be hurt if cotton cannot compete, he said. "Research is our only hope," he added.

American cotton competes with some 20 different cottons in world trade, pointed out Dr. C. R. Sayre, president, Staple Cotton Association, Greenwood. "We've got to compete with those folks and we can compete in only quality and price," he stated.

"Under the proper field conditions there is no reason for a producer to suffer a penalty of \$10 to \$20 per bale on machine picked cotton," said J. K. Jones, agricultural engineer, National Cotton Council, Memphis.

"Quality is made in the field. Harvesting can never improve this quality, but poor practices can damage it. On the other hand, good harvesting and handling practices preserve and deliver to the gin whatever quality is in the cotton at harvest time," Jones explained.

Agricultural leaders on the program included C. M. Merkel, Clyde Griffin and John Ross, all of the USDA Ginning Laboratory at Stoneville; B. F. Smith, executive vice-president, Delta Council, Stoneville; Jerry D. Rigney, cotton branch, USDA Classing Office, Greenwood; Noble Germany of the State ASC Office, Jackson, and Walter Rayner, National Cotton Council, Greenville.

Research Group Meets

The Cotton Research Committee of Texas met in Dallas Aug. 17 to discuss plans. Heads of Texas A&M, University of Texas, Texas Technological College and Texas Women's University are members of the Committee, and are advised by industry leaders.

August Cotton Report

USDA's August forecast of a 1959 cotton crop of 14,815,000 bales of 500 pounds (14,689,000 running bales) indicated the largest production in six seasons, and is based upon expectations of a record yield per acre. The indicated yield of 474 pounds per acre compares with the previous high of 466 in 1958 and the 1948-57 average of 329 pounds.

Such a crop will yield about 6,149,000 tons of cottonseed, compared with 4,798,000 tons in 1958. Noteworthy is the rise in production in a number of Southeastern States, where the Soil Bank and other factors drastically reduced acreage and cotton volume in recent years. This larger 1959 crop, combined with new cotton allotment legislation and other factors (see related story in this issue), has given many Southeastern cotton leaders renewed optimism.

Ginnings for the U.S. were reported by the Bureau of the Census at 151,444 running bales ginned from the 1959 crop prior to Aug. 1, compared with 212,569 for 1958 and 230,756 for 1957.

Indicated production of American-Egyptian cotton at 71,809 bales is down 11,893 bales from last year. Details follow, by states:

State	Acreage Harvested			Lint yield per harvested acre			Production ¹ 500-lb. gross weight bales		
	1948-57 average		1958	1948-57 average		1958	1948-57 average		1958
	1,000 acres	1,000 acres		1,000 acres	1959	Indic.	1,000 bales	1,000 bales	1,000 bales
North Carolina	623	263	395	324	466	419	419	256	345
South Carolina	939	352	565	310	496	379	598	299	435
Georgia	1,144	381	660	284	443	425	655	352	585
Tennessee	717	400	515	392	501	522	572	419	560
Alabama	1,345	530	815	312	398	418	844	439	710
Mississippi	2,116	1,125	1,440	396	409	505	1,710	961	1,515
Missouri	470	295	400	396	446	558	386	275	465
Arkansas	1,826	1,015	1,295	386	436	524	1,429	925	1,415
Louisiana	764	364	495	396	392	465	624	297	480
Oklahoma	982	410	600	184	365	316	367	313	395
Texas	8,460	5,395	6,300	232	383	362	3,956	4,308	4,750
New Mexico	234	176	198	582	820	800	275	301	330
Arizona	436	377	380	831	931	1,011	740	734	800
California	943	732	875	748	1,049	1,086	1,424	1,604	1,980
Other States ²	78	34	58	304	403	413	48	29	50
United States	21,076	11,849	14,991	329	466	474	14,046	11,512	14,815
American-Egyptian ³	57.3	76.2	66.4	435	525	519	49.7	83.6	71.8

¹ Production ginned and to be ginned. A 500-pound bale contains about 480 net pounds of lint.

² Virginia, Florida, Illinois, Kentucky, and Nevada.

³ Included in state and U.S. totals. Grown in Texas, New Mexico, Arizona, and California.



Publishing Roller Gin Book Is Big Job

EDWARD BUSH, executive vice-president, and Jack Rohr of Texas Cotton Ginners' Association are shown as they handled one phase of the big job of publishing the new book by Charles H. Bennett, "Roller Cotton Ginning Developments." Bennett is the retired USDA ginning research authority who is internationally known as a historian of the industry, and his book will become the standard reference in its field. Texas Ginners' Association published the book as a service to the industry, and The Cotton Gin and Oil Mill Press provided the printed covers. As the picture can only partly suggest, the Ginners' Association staff devoted many hours to the project.

CCC Sells Castorbeans

Commodity Credit Corporation has sold 864,105 pounds of castorbeans,

stored in Texas, for 4.26 cents per pound.

About 2,250,000 pounds of tung oil have been sold recently by CCC. Prices have been 15.04 to 16.07 cents per pound.

First Report Released on Texas Fiber Properties

Cotton Economic Research of The University of Texas has released a report covering fiber properties of early season cotton produced in the Lower Rio Grande Valley. The test results were based on cotton from 33 selected locations in the Valley covering approximately 100,000 bales of cotton that had been harvested to Aug. 1.

Samples taken from gin points in Cameron, Hidalgo, Willacy and Starr Counties showed a very slight decrease in tensile strength and a slight decrease in fiber fineness for the cotton harvested thus far compared with early season cotton from the same area last year. This decrease in fineness is attributed largely to varietal changes, environmental conditions and perhaps methods of harvesting.

Additional reports will be issued on the Valley cotton as the season progresses, and on cotton harvested in other sections of the State as data are available. Copies of the reports are sent on request to those interested by writing Cotton Economic Research, Box 8024, University Station, Austin, Texas.

Amherst Gin Elects

Amherst (Texas) Co-op Gin has elected its officers for the coming year. Delvin Batson will serve as president for new season, and will be assisted by the following officers and directors: Sam Harmon, vice-president; W. V. Reynolds, secretary; Dorris Shavor, Dale Weaver, F. L. Nuttall and Delbert Rose. Manager is Paul Bennett.



Seven Cylinder Single Unit with suction type bottom Dirt Hopper, heavy supports and braces. "V" gang Drives.

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are of greatly improved design, built in two widths —52 $\frac{3}{8}$ " or 72", inside measurements, in either Single, Double, or Triple Units, for various arrangements of settings.

The Wonder State all steel fan type cylinders have spikes securely riveted through two layers of steel plate. Wings on ends of cylinders prevent accumulation of cotton and eliminate fire hazard.

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• Louisiana Crushers Elect Martin

L. P. MARTIN, Shreveport Cotton Oil Mill, was elected president of Louisiana Cottonseed Crushers' Association Aug. 15 at the annual business meeting in New Orleans. He succeeds Jules Cazayoux, Jr., Wesson Oil and Snowdrift Co., New Roads.

Foster Wallace, Union Oil Mill, Inc., West Monroe, was elected vice-president.

Directors are R. L. Taylor, Arcadia Cotton Oil Mill; J. P. Barnett, Jr., Opelousas Oil Mill; W. P. Hayne, Independent Oil Mill, Alexandria; Maxwell Yerger, Southland Cotton Oil Mill, Tallulah; and Cazayoux.

John F. Moloney, Memphis, and Dick Phelps, Dallas, both of National Cottonseed Products Association, spoke at the meeting, which was followed by a dinner.

Refresher Course for Ginners Is Planned

California Co-operative Gins Association will hold a Ginners Refresher Course, Aug. 27-28, at Calcot's facilities at Bakersfield.

Robert Wills, president of the Association, announced that more than 100 gin operators and managers are planning to attend the course, which is part of a program to improve ginning in the co-operative gins of California.

Quality defects and means for overcoming them in harvesting and ginning will be the theme for the course. Federal and state authorities from research and extension services have accepted invita-

tions to participate in the program. T. D. Truluck, vice-president, Deering Milliken Service Corp., Spartanburg, S.C., will speak on the mill's interest in preserving cotton quality. Gin managers and gin superintendents, along with gin manufacturers' engineers, and Calcot's

Crushers Will Meet At Myrtle Beach

The North Carolina Cottonseed Crushers' Association, Inc., will be hosts for the joint convention of their group with the South Carolina Cotton Seed Crushers' Association in 1960. The Ocean Forest Hotel at Myrtle Beach, S.C., will be convention headquarters, with the convention dates set for June 26-27-28, 1960, according to Mrs. M. U. Hogue, secretary-treasurer of the North Carolina group.

specialists, will complete the program.

Bill Griffin, manager, Richland Co-operative Gin, chairman for the program, pointed out that emphasis will be placed on preserving such qualities as staple length, fiber length, uniformity, strength, and other properties.

Crushers Meet in Ennis

Texas Cottonseed Crushers' Association held an area meeting Aug. 17 at Ennis.

• West Wants More Cotton Acres

THE WEST deserves more consideration in allotting cotton acreage, the Western States Council has informed Congress. The Council is an organization of chamber of commerce leaders in 13 states of the Far West. (See Page 14 for related story).

John Arthur Reynolds of Fresno, the general manager of the Central Valley Empire Association and a director of the council, said the council took the action during a meeting in Seattle.

He said the Western cotton industry feels it deserves more acreage because "it has proved it wants to grow cotton" by not putting so much acreage into the Soil Bank and by choosing Plan B.

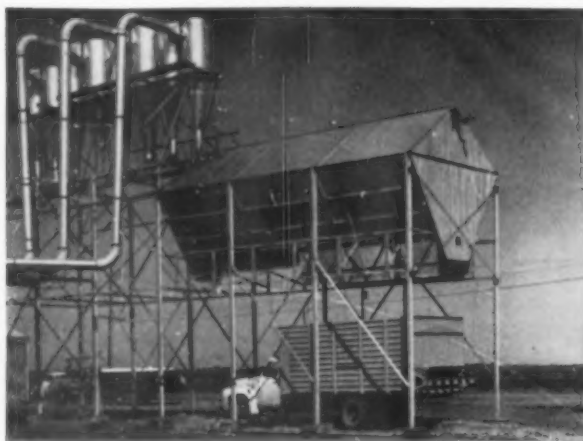
Reynolds said the West can sell most of its cotton, instead of turning it over to the government, because it is of a superior grade. This is another reason it deserves more acreage, he continued.

"In 1949 and 1950 the council and its members gave vital assistance in securing extra cotton acreage for the Western States," he said. "To date, the additional acreage secured for California has meant many millions of dollars to California cotton growers."

Research Projects Toured

West Texas Agricultural Research Committee toured cotton research projects on the High Plains Aug. 19-20. Plains Cotton Growers, Inc., supplied an airconditioned bus for the representatives of agricultural organizations.

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• M. U. Tinsley Retires At Hardwicke-Etter

MELVIN U. TINSLEY, vice-president and director of sales of the Hardwicke-Etter Co., has announced his retirement effective Aug. 1.

Tinsley was born in Abbott, Texas, where he attended high school prior to completing his education at Baylor University. He returned to Abbott where he became associated with the Abbott Gin for the next 16 years.



M. U. TINSLEY

During his entire life, Tinsley has been closely associated with the cotton industry. Prior to his current association with Hardwicke-Etter, he spent five years with the Dallas Times Herald and a year with the Forth Worth Press on rural circulation and advertising.

He came to Hardwicke-Etter in 1935 as a cotton gin machinery salesman in the East Texas territory with Greenville as his home. He was transferred to Sherman in 1947 and appointed assistant sales manager.

In 1956, Tinsley was appointed sales manager, and a year later elevated to the post of director of sales. In January of this year, he was elected a vice-president of Hardwicke-Etter Co.

Tinsley has been a Rotarian since he moved to Sherman in 1947. He lives with his wife at 1709 N. Binkley.

In making the announcement, J. E. Jamison, president, stated, "Those of us who have shared the privilege of working with Mr. Tinsley will understand his desire for a well earned, less demanding pace. His loyal service merits our best and warmest wishes. We are certain Mr. Tinsley's many friends at Hardwicke-Etter and throughout the industry join us in expressing gratitude for his past services and in wishing him continued health and happiness."

• Mayor Gets Holiday, Gins First Bale

MAYOR A. G. NEVILLE of Collier-ville, Tenn., took a holiday from his municipal duties on Aug. 15.

He was busy taking Tennessee's first 1959 bale of cotton to Peoples Gin and Ice Co. for ginning.

THE COTTON GIN AND OIL MILL PRESS
AUGUST 22, 1959

Water Stopped Early

Merced Irrigation District in California is stopping the flow of water from Exchequer Dam on Aug. 23. Because of low water supplies, this is the earliest stoppage in 25 years. Future water for irrigating crops will come from 156 wells in the District.

• Crushers Organize in Mississippi Valley

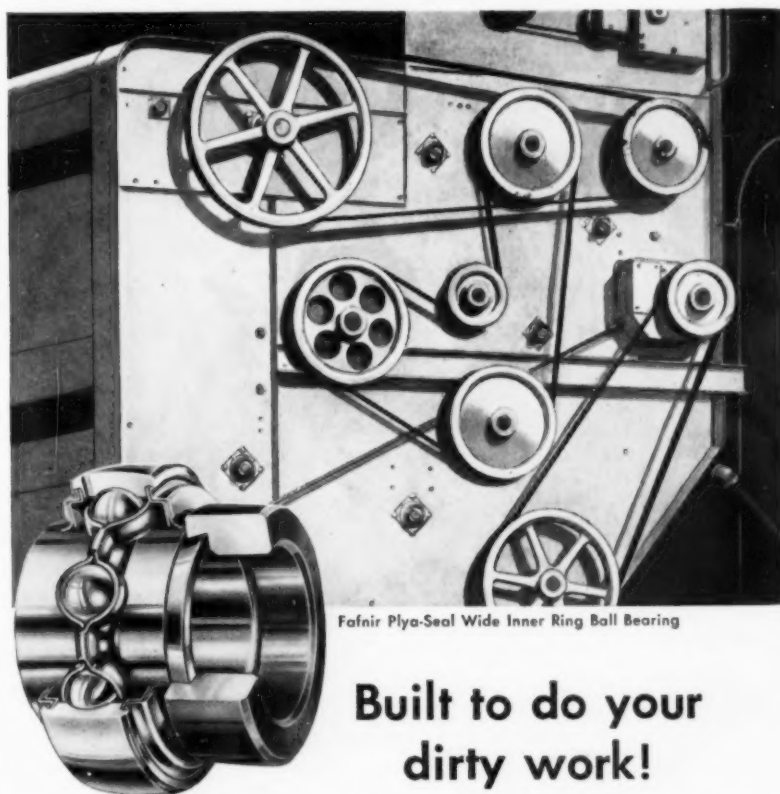
ZACH McCLENDON, Monticello, Ark., was elected president and A. J. Vaughan, Jr., Corinth, Miss., vice-president, at the organizational meeting of the Mississippi Valley Oilseed Processors' Associa-

tion Aug. 12 in Memphis.

The organization is composed of former members of Valley Oilseed Processors' Association and Mississippi Cottonseed Crushers' Association. McCleendon was president of the Valley group and Vaughan headed Mississippi Crushers.

Headquarters of the new association is in Memphis. C. E. Garner is secretary and M. O. Carter, treasurer, the same positions they held with the Valley Association.

Directors elected were Joe C. Brady, James Hicky and T. C. Lee, all from Arkansas; N. P. Bartmess from Missouri; M. D. Kolb, George C. Perry and A. K. Shafer from Mississippi; and F. B. Caldwell, Jr., R. W. Coursey and W. K. Martek from Tennessee.



Fafnir Plya-Seal Wide Inner Ring Ball Bearing

Built to do your dirty work! Fafnir Plya-Seal Ball Bearings

The dirtier the service, the better "suited" this Fafnir Plya-Seal Wide Inner Ring Ball Bearing is for it! Especially where slow speeds make bearing problems worse.

Fafnir Plya-Seals—tough, Buna-N rubber impregnated fabric—give you the best protection yet against dirt, lint, dust, steam, or water. Contaminants can't get in . . . grease can't get out.

You have a choice of permanently pre-lubricated bearings or relubricatable types, all interchangeable with other Fafnir sealed ball bearings. The bearing is also available in Fafnir power transmission units.

Write today for your copy of descriptive bulletin. The Fafnir Bearing Company, New Britain, Connecticut.



Firm, flared contact of Plya-Seals with inner ring of bearing, and metal back-up shields that prevent seal push-in, provide positive protection against foreign matter. Fafnir-originated, eccentric cam design, self-locking collar secures bearing to shaft quickly and easily. No machining of shoulders, no mounting accessories.

FAFNIR
BALL BEARINGS
MOST COMPLETE LINE IN AMERICA



AROUND
THE
WORLD
WITH
OILSEEDS
AND
COTTON

• **LAND COMEBACK** — U.S. lard may stage a comeback this season in world trade, after two seasons of sharp declines in exports. Rising hog numbers in this country have made lard prices attractive as compared with other edible fats.

• **LESS MEXICAN LINT** — Mexico's cotton crop currently is forecast at 1,750,000 bales, 25 percent less than in 1958-59. Acreage dropped even more than production, declining 32 percent. Mexico began the current season with a carryover of 435,000 bales, against 325,000 a year ago.

• **BRAZIL TO EXPORT BEANS** — Brazil expects to export 2,200,000 bushels of soybeans this season. Last year's exports of 1,200,000 bushels all went to Japan. Rio Grande do Sul produces practically all of the Brazilian crop, which was 4,800,000 bushels in 1958.

• **GERMANY BUYS MORE FATS** — West Germany imported 48,379 tons of cottonseed oil during the first five months of 1959. This was 75 percent more than a year earlier, but one-fourth below the level for the same 1957 months, when imports were at record highs.

Soybean imports also have been higher in 1959, but more beans are going to West Germany from Communist China and slightly less from the U.S.

• **MEXICO BUYING PROTEIN** — Mexico is expected to import about 200,000 tons of cottonseed meal and cake in 1959 (about the same as last season). About 5,500 tons of soybean meal (against only 360 tons last year) will be imported to use in poultry feeds.

• **LESS COTTON IN EGYPT** — Egyptian cotton acreage in 1959-60 has been reduced eight percent to 1,827,000 acres.

Extra-long staple Karnak plantings dropped almost 50 percent and Menoufi long staple plantings are down 15 percent. In contrast, medium staple plantings increased 85 percent.

• **MORE SESAME** — World production of sesame seed, a leading oilseed in foreign countries, rose 25 percent last year. Higher yields in India and Canada accounted for most of the increase. World trade in sesame remains at low levels.

Sesame production is increasing in Colombia and Venezuela—the only major South American producers—and showed little change in Mexico and Central America. U.S. production is rising, due to increasing use of sesame seed by the confectionery trade, but is very small. Lack of nonshattering varieties suitable for mechanical production has prevented commercial production of sesame for oilseed processing in the U.S.

• **CANADA BUILDS TALL OIL PLANT** — A \$1 million plant will be built at Burl-

ington, Ontario, Canada, to process tall oil. Kraft pulp producers will supply crude tall oil for making rosin and fatty acids.

• **AUSTRALIAN PEANUTS** — Queensland, Australia, has sharply increased peanut output. The 28,000 tons produced this year will meet needs for edible nuts and supply part of the demand for peanut oil. Efforts are being made to become self sufficient in peanut production and processing, USDA reports.

• **VENEZUELIAN SOYBEAN PLANT** — Private interests plan a 6,000-ton, annual capacity, soybean oil hydrogenation plant. In addition, capacity of an existing soybean mill will be expanded to supply the vegetable oil plant.

• **FLAXSEED, LINSEED OIL EXPORTS DOWN** — World flaxseed and linseed oil exports in 1958, at about 46 million bushels, seed equivalent basis, were down one-fourth from 1957 and were 14 percent below the five-year (1953-57) European purchases, notably by the United Kingdom and The Netherlands. Linseed oil exports also declined substantially, with increases from Argentina and India only partially offsetting the sharp drop in U.S. exports.

Frontier, 1959 Style

"Non-Farming" County Will Make 25,000 Bales

Yoakum County, Texas, expects to grow 25,000 bales of cotton in 1959. This is news because Yoakum County is one of the last frontiers in West Texas, where there were practically no farms and no people just a few years ago.

In 1920, Yoakum County reported a population of 504 in 830 square miles, and the agricultural censuses of those days would list two or three pigs, perhaps a dozen chickens and not many more dairy cows in the entire county.

Now, Yoakum County has about 17,000 acres of irrigated cotton and 16,000 of non-irrigated, the first time that irrigated acreage has exceeded dryland. Cotton plantings are about 2,000 acres more than last season, when the farms produced 26,500 bales.

■ **ELWOOD HOPKINS**, president of Oklahoma State Cotton Exchange, is manager of a new cotton merchandising firm, Chickasha Cotton and Warehouse Co., Chickasha.

Ginners Meet at Clemson College

THESE SCENES were at the recent district meeting of Carolinas Ginners' Association held at Clemson College, Clemson, S.C. This was one of a series of district meetings during August to elect directors and discuss activities. In the top picture, left to right, are C. E. Foy, ASC committee, who was the principle speaker; William R. Britton, vice-president, Carolina Ginners' Association; and A. A. Jameson, a director. The picture below shows some of those who attended: Row 1 (front row), left to right: M. D. Gettys, Jameson, D. F. Blackwell, H. F. Dill. Row 2: J. P. Anderson, Jr., J. P. Anderson, Sr., J. W. Bracknell, Frank Duncan. Row 3: Jerry Sloan, Allen Knight, Sam Williams, B. J. Lindler, John Bracknell; Row 4: Louise Pettus, J. L. Bracknell, G. T. McLees, and W. P. Field.



Report by Chemists:

125-Million-Pound High Seen for Non-Wovens

Production of non-woven fabrics may reach a record 125 million pounds this year, Chemical and Engineering News estimates, on the basis of half-year production figures now coming in. The previous high was 110 million pounds in 1957. Ten years ago annual production of nonwovens was less than a million pounds.

(Note also on Page 7 an exclusive feature article on non-woven fabrics written by George W. Pfeifferberger, executive vice-president, Plains Cotton Growers, Inc. Pfeifferberger formerly was associated with non-woven fabrics for a leading group of textile mills, as well as having been with USDA and the National Cotton Council.—Editor.)

New fibers, synthetic binding materials and improved webbing patterns, created by chemists and engineers, have established this new beachhead for the industry, which now hopes to invade some bordering market areas held by textiles and paper products. Many experts agree that total production could easily triple within three years if non-wovens could gain a place in wearing apparel, says the American Chemical Society weekly. The 10-million-pound slump in 1958 is not considered a trend because fall-off in production merely followed that of fabrics in general.

• **More Clothing Uses** — At the outset, a non-woven fabric simply meant a cheap product made largely from low grade and waste cotton fibers laid down in a web or continuous sheet and held together by low cost binders, such as starch, glue, and gums. Rug underlays are an example. Now the picture is changing in several ways.

Present advances into the clothing market have put an estimated 10 million pounds of non-wovens—mostly as interlining—into ties, suits, dresses, foundation garments, quilted garments, handbags and shoes, it is stated. Disposable and semidurable items such as wrap-around garments for laboratory and industrial use, party costumes and aprons are being made of non-woven materials. Durable non-woven skirts and dresses are on the market.

Researchers are working hard on technological improvements to give non-woven fabrics better drape and feel and increased durability to laundering and dry cleaning in the hope of gaining public acceptance for durable non-woven outerwear, the magazine reports. But the general use of disposable outer garments is not considered too promising in view of high tailoring and distribution costs.

Non-woven home products such as draperies, curtains, ticking, covers, towels, polishing cloths and lampshades are catching on. Dental and medical applications are on the upswing. And shoe manufacturers are increasing their orders for non-woven innersols and interliners. Non-wovens are being used in cowboy hats, doll dresses, tea bags and diapers.

Regardless of whether non-woven fabrics move in on markets for apparel or paper products, consumption will increase this year, says Chemical and Engineering News. The biggest immediate

potential is in industrial applications, where observers predict a demand for 70 million pounds in 1959.

• **Mostly Synthetics** — About 60 percent of the fibers now used in non-woven materials are synthetics, some of them self-binding types, the magazine notes. About 30 million pounds of viscose rayon and about 12 million pounds of acetate and waste nylon fibers were used last year.

■ **GEORGE HARRINGTON** is manager of Ouachita Gin, 1200 Sterlington Road, Monroe, La., which was recently incorporated.

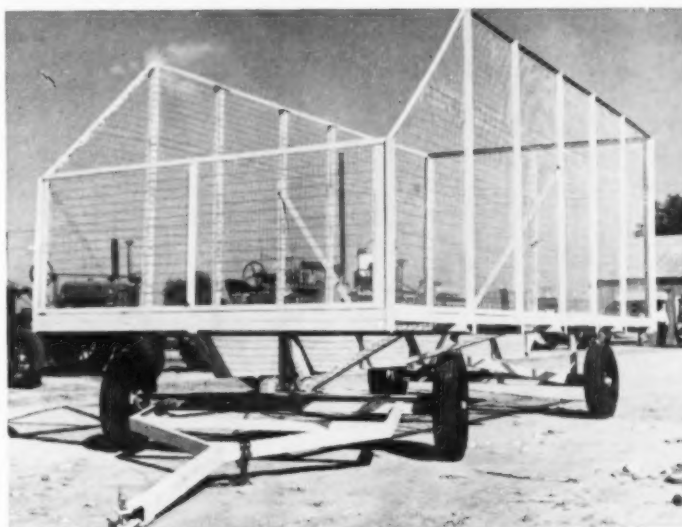
New Synthetic, "Not Rayon," Free from Shrinkage

"Zantrel" is a new, non-shrinking synthetic introduced Aug. 13 by a division of Bigelow-Sanford Carpet Co.

The manufacturer says that it is "not rayon" and has applied to the Federal Trade Commission for listing as a new "polynosic" fiber.

■ **READ P. DUNN, JR.**, executive director, Cotton Council International, wrote an article, "Promoting Cotton Around the World," in the August issue of USDA's "Foreign Agriculture."

Your First Cost Is Your Last With The **NICO** ALL-STEEL COTTON TRAILER



The All-New NICO TRAILER

Unique Single Beam Construction. One 10" Copper Bearing I-Beam 60 - 70 thousand pounds tensile strength affording complete flexibility.

Unexcelled Turning Radius; Practically 90 degrees. Shortest on the market.

12,000 Pound Capacity (depending on tires used).

The NEW NICO Wagon has one of the Largest 5th Wheels. A full 18" of turning surfaces, and Completely Lubricated.

Only NICO offers unit construction between bed and side boards, affording complete removal of sideboards and ends.

Sideboard Stakes are not welded, preventing vibration breakage, and are held in place by a unique stake slot.

14 Gauge 1"x2" Fabric Wire Sides and Bottom are Galvanized for protection against exposure.

The heavy wire floor is braced to prevent any possibility of this tough wire floor ever giving away.

Now, two styles — one for Mechanical Picker Dump or a Trailer designed for pulling behind a Cotton Harvester. "A Full 80" Tread." It's easier to pull thru the field.

The entire Chassis is painted with the Best Quality Paint.

THESE ARE ONLY A FEW OF NICO'S GRAND FEATURES. YOU MUST SEE IT TO REALLY APPRECIATE ITS QUALITY!

IT'S NEW! IT'S UNIQUE! IT'S THE BEST TRAILER INVESTMENT. BUY IT, TRY IT AND YOU WILL AGREE!

TERMS AVAILABLE FOR GINNERS
Regular Financing or Lease-Purchase Plan

Manufactured By

NIX IMPLEMENT CO.

BOX 155

• SUDAN, TEXAS •

PHONE 3581



JAMES IRVINE, left, assistant director of engineering of The Bauer Bros. Co., Springfield, Ohio, receives a fast answer to a stress problem being run by engineer Franklin Landis on the newly-installed IBM 610 automatic computer.

• Bauer Bros. Using IBM Computer

TO OBTAIN maximum accuracy and speed in solving complex engineering and research problems, engineers of The Bauer Bros. Co. are now using an IBM 610 electronic computer recently installed in the company's main office in Springfield, Ohio.

According to James Irvine, assistant director of engineering, the computer will save many weeks and sometimes months, in the design of new machines.

"For instance," Irvine reports, "we are developing a new No. 441 Pump-Through Refinery for the pulp and paper industry. To determine acceptable limits of deflection on one part of this machine required 80 pages of handwritten calculations and took over a month

to work out. With the computer, we got the answer within five hours after the job had been programmed."

Handling routine but time-consuming problems involving thickness and strength of rotating and static parts of machines, based on stress and deflecting analysis, keeps the computer in almost continuous operation.

In addition to solving engineering and design problems, Bauer also uses the new machine to speed up analytical research work. The computer is now being used in extensive test work involving the Pressafiner, a patented high pressure continuous screw press the company manufactures for liquid expression. The Pressafiner is used in chemical, pulp and food processing operations.

With the computer, the Bauer research staff can quickly analyze material being processed to determine the amount of fiber, dissolved solids and water remaining after counter flow washing in the Pressafiner.

Through such use, the computer is of value in helping Bauer provide customers with prompt answers to research problems involving new product applications of the company's equipment.

Purina Announces Transfer

J. P. Andrews, manager of the Los Angeles plant of Ralston Purina Co., has been assigned to the company's international division at Mexico City, according to R. Hall Dean, vice-president in charge of the international division. Andrews will be in charge of oilseed crushing operations and purchasing in Mexico.

THE BUY FOR '59 CEN-TENNIAL COMBINATION 120 SAW GIN

FIVE STAR VALUE

- ★ 120 SAWS
- ★ WIDER RIBS
- ★ 3 $\frac{7}{16}$ " DIAMETER SAW SHAFT
- ★ PERMANENTLY SEALED BEARINGS
- ★ STAINLESS STEEL ROLL BOX



The Perfect
Combination —
"Cleans as it Gins"

Cen-Tennial

COTTON GIN CO.

DALLAS, TEXAS • COLUMBUS, GA. • MEMPHIS, TENN.

Cotton Allotments

(Continued from Page 15)

will be offered through this legislation.

Proponents of the measure agree that two things are essential for it to be of maximum value:

1. USDA, which supported the bill in Congress, must give it effective backing in Washington, at the state level and through county ASC committees. As chairman of the Texas Cotton Federation, Butler has suggested to USDA that an advisory committee be named from among producer leaders to help get such backing.

2. Each state, through its cotton industry organizations, must work actively with state and county ASC committees to see that the actual release and transfer of acres is made. The new law will make transfer much easier, but it still has to be done.

C. B. Spencer, chairman of the Texas Cotton Production Subcommittee of the Statewide Cotton Committee of Texas and agricultural director of Texas Cottonseed Crushers' Association, is thoroughly familiar with the problem, and ranks high among leaders in the fight for this legislation.

"It will take lots of hard work to see that these cotton acres are transferred and planted," Spencer emphasizes.

Ginners at Short Course

Joe Delany, Joanna Cotton Mills, discussed "What Spinners Want in Cotton" at the Delta Ginners' Short Course Aug. 18 in Greenville, Miss. Delta Council and the Extension Service sponsored the meeting, attended by nearly 300. Gin machinery manufacturers were hosts at a noon barbecue.

Other speakers from USDA, Extension Service and National Cotton Council also emphasized the importance of quality cotton.



Beasley Joins R. J. Brown

MILAM W. BEASLEY, JR., above, has joined the sales organization of R. J. Brown Co., St. Louis, Mo. L. J. Kaiser, sales manager, has announced the assignment of Beasley to the Louisville office, where he will cover all or parts of Kentucky, Tennessee, Georgia, North and South Carolina, Florida and Alabama.

Good, Better, Best Cotton Crop

Cotton reports from most of the Belt at the end of August, a critical month for the crop, ranged from good to better than last year to the best in years. Many observers expect record yields per acre if progress of the crop continues as favorable as it has been earlier.

There remains, however, a threat of insect damage, with specialists warning that bollworms are increasing. This pest, they emphasize, can destroy more of the crop in less time than any other major insect.

Safflower Harvested

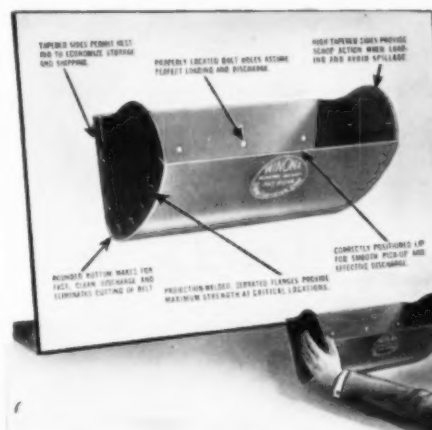
Harvesting of about 4,000 acres of safflower is under way on the Texas High Plains. Texas Farmers' Union and associated groups are encouraging the crop, and have announced plans to process safflower for oil. This year's crop will be used for seed, and producers have been guaranteed \$62 a ton.

Yields have been up to 1,200 pounds per acre on dryland planting and 1,200 to 3,000 under irrigation, sponsors of the project report.

Gin Buys Grain Firm

Lockney (Texas) Cooperative Gin has bought Baxter and Smith Grain Co. Mondell Mills is manager of the gin.

When you examine the facts... you can't beat a "WINONA" Bucket!



With over 25 years of research behind the "Winona," you can count on high speed performance, or you can operate at low speed, with close spacing and get equally successful results.

It's true—the "Winona" Grain Elevator Bucket gives you advantages which you have desired but have not been able to obtain. It is the finest "all-around" Bucket you can buy—superior in design, construction and operation.

If you operate high speed elevators you will obtain the desired capacity without overworking the legs, or, if you operate at low speed, with buckets closely spaced, you will obtain astonishing results.

We are proud to have perfected the "Winona" with its improved pick-up and greater load-carrying ability without troublesome back-leg loss.

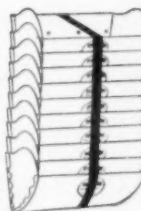
Equip your elevator with "Winona's" and compare the results. You will be a booster after your initial installation.



Another Big Advantage!

TAPERED SIDES PERMIT NESTING

"Winona" Buckets in 4 x 3 size are banded in 20's. Larger sizes are in lots of 10. Imagine the saving in shipping and warehousing.



WRITE FOR BROCHURE WB-357 "Winona" Buckets are stocked by our warehouse distributors, also at our factory branch stores. Consult your dealer.

Classified Advertising

RATES AND CLOSING DATES: Ten cents per word per insertion. Include your firm name and address in making word count. Minimum charge \$2.00. Copy must be in our hands by Thursday morning of week of issue. Please write plainly.

Oil Mill Equipment for Sale

FOR SALE—Filter presses, screening tanks, expellers, linters wood or steel, single and double box all-steel linter baling presses, Bauer #199 seed cleaners and separating equipment, 42" and 60" rolls, 30" to 48" bar and disc hullers, 72" and 82" stack cookers, various size filter presses, boilers, Roots blowers, hydraulic press room equipment, hull beaters, attrition mills.—V. A. Lessor & Co., P. O. Box 108, Fort Worth, Texas.

FOR SALE—2 French 4-cage screw presses, 9" extension, 75 h.p. motors. French 60" rolls. Carver 141-saw linters. Bauer 199-60" seed cleaner, 198 hull beater, 153 separating unit. Butters 141-saw machines, 36" and 42" Chandler hullers. Carver 48" huller, 36" attrition mills. Motors and starters. All-steel sand and boll reel. Filter press. Roots #17 blower and pipe. D-K hull packer. 72" French cookers. Fort Worth lint cleaners. Exhaust fans.—Sproles & Cook Machinery Co., Inc., 159 Howell St., Dallas, Texas. Telephone RI-7-5958.

OIL MILL EQUIPMENT FOR SALE — Rebuilt twin motor Anderson high speed expellers, French screw presses, stack coolers, meal coolers, fourteen inch conditioners, filter presses, oil screening tanks, complete modern preprocessing or single press expeller mills.—Pitcock & Associates, Glen Riddle, Pennsylvania.

MODERN FRENCH FOUR-SECTION PRESSES

\$7,000.00 each

PITCOCK

Glen Riddle, Pa.

INSPECTIONS and appraisal. Dismantle and installation.—Oscar V. Shultz, Industrial Engineering, Phone Butler 9-2172, P. O. Box 357, Grapevine, Texas.

FOR SALE—Bauer Bros. cake mill driven by two 50 h.p., 550 volt motors; French hydraulic pump; Phelps 39 ton unloader with 50 h.p., 550 volt motor; various size blower paddle fans from 20" to 100"; 48" Carver huller; 550 volt motors with starting equipment, 5 h.p. to 50 h.p.; Richardson sacking scale. Also miscellaneous leather belts; 9" conveyor and linter saw cylinders.—Planters Cotton Oil Co., Augusta, Ga.

FOR SALE—Three 3-high 72" French cookers, 24" jacketed rings, jacketed bottoms, complete with silent drives. Excellent condition.—Guthrie Cotton Oil Co., P. O. Box 446, Phone Butler 2-4400, Guthrie, Oklahoma.

Gin Equipment for Sale

FOR SALE—Priced for quick sale, Continental DFB lint cleaner complete, less motors. Excellent condition, P.O. Box 621, West Memphis Arkansas.

FOR SALE—Five each Murray 80 saw gin stands, one Murray simplex press pump, one Stacy 12-cylinder cleaner. All in good condition, and at real bargain prices. John E. Kaner, P. O. Box 157, El Campo, Texas.

FOR SALE—5 double decked V-belted Standard Mitchells; one 76 h.p. Allis Chalmers natural gas power unit; one 22", 9" screw elevator; 2-10" wood, metal lined Hardwicke-Etter bur machines with input and output conveyor; one 6-cylinder 13" width, all-steel ballbearing Stacy cleaner; one Continental wood, steelbound press with counter balanced doors.—Doyle K. Stacy, Phone: SARatoga 7-3258, P. O. Box 7, Allen, Texas.

MR. GINNER

Do you know there will be 355 points difference between middling one inch spotted and light spotted cotton?
Are you prepared for this?
Have a limited number of used lint cleaners and combers in Moss, Lummus, Hardwicke-Etter, Murray and Continental.

BILL SMITH

Phones OR 4-9626 and OR 4-7847
Box 694 Abilene, Texas

FOR SALE—Continental D.F.B. lint cleaner complete with motors and sheet metal piping. Excellent condition.—Maricopa Growers Gin, Maricopa, Arizona. Phone: LOgan 8-2382.

FOR SALE—5 Murray "Combing" lint cleaners with valves.—Sebastian Cotton & Grain Company, Sebastian, Texas.

SPECIAL BARGAINS—Steel cleaners: 6-cylinder 72" blow-in and two 4-cylinder 50" incline Continentals, one 5-cylinder 50" Hardwicke-Etter blow-in, two 6-cylinder 50" Gullett blow-ins, 6- and 12-cylinder Stacy cleaner-drier, 4-cylinder 96" Lummus, two Thermos and 6-cylinder Cen-Tennial air-line. Steel condensers: 48" and 72" Continental side draft and 60" Murray down draft. Steel bur machines: 14" Murray left-hand and two 10" Lummus, Murray unit type lint cleaners, Mitchell 60" Supers and Super Jems. Hardwicke-Etter, Continental and Murray press pumps. Several 9" screw elevators. Three bucket elevators. New tower driers in all sizes. Electric motors from 10 to 100 h.p. New and used fans, beltting, conveyor trough and a general line of transmission equipment. For your largest, oldest and most reliable source of used and reconditioned gin machinery, contact us. Call us regarding any machinery or complete gin plants which you have for sale or trade.—R. B. Strickland & Co., 13-A Hackberry St., Phone: Day or Night: PL-2-8141, Waco, Texas.

FOR SALE—One International high drum cotton picker, mounted on M-tractor. Price \$3,500.—W. H. Ritchey, Bonham, Texas. Phone JU 3-2278.

FOR SALE—Gin machinery at McKinney, Texas: 1 pair Howe 10 ton scales 30' x 8'; 1 double door iron safe 53" x 37"; one 6-cylinder Stacy airline cleaner; one 25 h.p., 1800 RPM electric motor with starter; one 40" Continental fan; 1 Stacy unloading system; 1 Stacy all-steel separator; 5 Continental #30, 80-saw aluminum huller fronts; 1-50" Lummus revolving screen separator; two 6-cylinder steel, ballbearing, horizontal, flat-belted Murray cleaners with bypass; one 20 h.p. electric motor (General Electric) with starter V-belted to Tri-plex hydraulic pump; 1 Continental up-packing, steel bound press with counter balanced doors, ram and casing; 1 Jacobs tramper; one 700-lb. cotton bale scales, beam and pan; 1 Flash-a-Call speaking system; 1 Stratofire for press lint slide; 1-45" Continental fan; various sizes of galvanized cotton gin piping, 10-13" diameter; 14" left-hand Hardwicke-Etter wood, metal lined bur machine; 1 CO-2 lint flue system; 1 Murray 35" double fan; one 160 h.p., 6-cylinder Le Roi natural gas engine; one 1M B.T.U. Mitchell natural gas heater; 1 steam jacketed sterilizer with 35 h.p. boiler with 100 lb. pressure; 150 feet of 9" steel conveyor box with conveyor; 1-9" Rotor lift, 22" high.—Doyle K. Stacy, Phone: SARatoga 7-3258, P. O. Box 7, Allen, Texas.

FOR SALE—Six Continental re-gin stands. Fully equipped with latest type pulleys. Price \$3,000 F.O.B. Bakersfield, Calif.—S and F Cotton Company, Paul Falkenstein, owner, P. O. Box 1502, Bakersfield, Calif. Phone FAirview 5-7419.

FOR SALE

Rebuilt and Painted Gin Machinery

GINS: 4-80 saw late model Murray with glass fronts, 4" mote conveyor, new gin ribs and new huller ribs; 4-80 saw double moting automatic Lummus; complete 4-80 saw all-steel Murray with all-steel Murray building, to be moved.

FEEDERS: 4-60" Super Mitchell with steel brushes and hardened saws; 4-67" Continental Master XX 4-66" large Hardwicke-Etter with 4-cylinder after-cleaners.

SEED SCALES: 1 Hardwicke-Etter.

CONDENSERS: 1-72" Continental.

DRIERS: 1 No. 18 Murray Big Reel.

Incidentals: Saw cylinders for 80-saw Continental and Murray; one extra good Continental ram and casing with new bypass head; gratefalls for 90- and 80-saw Continental gins; 14 feet of Continental return conveyor trough for 14" conveyor, 17"-9" conveyor and trough.

Kimbell Used Gin Machinery Co.

Box 456, Phone 3372 or 3351
Earth, Texas

COTTON GINS for sale—4-80 Hardwicke-Etter, electric, big irrigation, \$40,000, half cash. 4-90 Continental, electric, steel machinery, irrigation, 2 Moss, \$60,000, \$20,000 cash. 5-80 F3 Continental, electric, steel, irrigation, \$140,000, \$25,000 cash. 4-90 Murray, electric, steel, irrigation, Moss, \$150,000, one-third cash. 5-80 Murray, electric, steel, irrigation, 2 Moss, \$165,000, good payment down. Have good gin will trade for farm or ranch. This Plains Country has big crop coming up—estimated 1,700,000 bales.—W. T. Raybon, P. O. Box 41, Lubbock, Texas. Phone Porter 2-1605.

Used Equipment For Sale

14' Murray Bur Machines, each	3,000
18" Murray Hull Vacuum	150
72" Continental Separator	650
Horizontal Murray Press Pump	850
Vertical Continental Press Pump	850
80-Saw Murray Mote Suction	
Gin Stands, each	900
25" Murray Fan	150
30" Continental Double Fan	275
40" Continental Fan	290
40" Claridge Fan	225
Continental Ram & Casing	850
1-Stevens-Adamson 24" Box Car Loader, complete with 3 h.p., Single Phase Motor, mounted on wheels, as is	750
1-Link Belt Automatic Power Shovel, Single Unit, complete with Swivel Shafts and less Electric Motor	300

NEW EQUIPMENT: 1 Atteberry No. 1, Standard Cottonseed Sterilizer with natural gas burner, complete with Feeder Hopper.

Power Units—Electric Motors

1/2 h.p., 3 ph., 1750 RPM	20
3/4 h.p., 3 ph.	30
1 h.p., 3 ph., 1720 RPM	45
3 h.p. Single Phase	120
5 h.p., 3 ph., 1725 RPM	95
10 h.p., 3 ph., 190 RPM	300

Engines

Le Roi D-1000, 100 h.p.	650
GMC 671, 130 h.p. Diesel	1,750

Wonder State Mfg. Co.

PARAGOULD, ARK.

FOR SALE—Four Continental individual-type lint cleaners with valves. In good condition—Bargain —P. O. Box 621, West Memphis, Arkansas.

Equipment Wanted

WANTED—Lummus Comber, must be bargain, quote price.—Box B3, The Cotton Gin and Oil Mill Press, P. O. Box 7985, Dallas 26, Texas.

WANTED—Several all-steel, downpacking presses, long box and short box. Call or wire collect.—Whitehall 2-2368, Robert Walters Machinery Co., Douglasville, Georgia.

Power Units and Miscellaneous

FOR THE LARGEST STOCK of good, clean used gas or diesel engines in Texas, always see Stewart & Stevenson Services first. Contact your nearest branch.

FOR SALE—One Le Roi L3000-RXISV 12-cylinder 300-350 h.p. Cotton gin equipped, guaranteed in operating condition. Priced low to move. One General Motors diesel twin—6-cylinder, cotton gin equipped, guaranteed in operating condition—300 h.p. @ 1800 RPM. Priced low to move. One Minneapolis-Moline Twin 6 Model 1210-12A, cotton gin equipped, guaranteed in operating condition—200 h.p. Priced low to move.—W. M. Smith Electric Company, Hamilton 8-4606, 3200 Grand Avenue, Dallas Texas.

AUTOMATIC SAMPLER for sale. Complete with valve, \$800, quick sale. Saul Johnson, Mgr., Chandler Gin Co., Chandler, Arizona. Phone YO 3-6645.

HART COTTON MOISTURE METERS may be ordered through Leo Gerdes, Box 373, Leland, Miss.; Gordon Equipment Company, Fresno, Calif.; The Murray Co. of Texas, Inc., Fresno, Calif., or Dallas, Texas; Moss-Gordin Lint Cleaner Company, Lubbock or Dallas, Texas; or direct from Hart Moisture Meters, 336 W. Islip Blvd., Babylon, Long Island, N.Y. Prices FOB Babylon. Battery Units: Type R41B, \$231 and R41 with lower moisture range, \$196; Type CU2, \$280; Type K101, \$360; Type K103, 110-volt plug-in, \$400; plus Bale and Trailer Probe, \$30; Seed Cotton Cup, \$20. Cotton picker.

SEE US for parts for all models Minneapolis-Moline engines and Seal-Skin Belt Dressing.—Fort Worth Machinery Company, (Rear) 913 East Berry Street, P. O. Box 1575, Fort Worth, Texas.

SALES—Service—Repair—Installation—All makes of scales. Used scales taken on consignment. Large stock of used motor truck and railroad track scales. Industrial Scale and Equipment Co., Phone OR 4-2588, 7014 Force St., Houston, Texas.

FOR SALE—(1) 150 HP New GE Slipring Motor, 3/60/440/720 RPM, Type M, Ball Bearing, Open Dripproof, \$3,875.00 Net. (2) 200 HP New Master, Slipring Motor, 3/60/440/900 RPM, Ball Bearing, Open Dripproof, \$5,130.00. — W. M. SMITH ELECTRIC CO., 3200 Grand Ave., Dallas, Texas.

SCALES FOR SALE—Several used truck and cattle scales, 16', 22' and 34'. Guaranteed service anywhere, anytime.—Lewis Scale Service, Clarence E. Lewis, 1609 42nd St., Lubbock, Texas. Phones: Sherwood 4-7489, Sherwood 4-3760.

FOR SALE—Two Le Roi RXIV natural or butane gas engines. Both engines in excellent condition and price right.—John E. Kainer, P. O. Box 957, El Campo, Texas.

Cooperative Organizations Held Lubbock Meetings

Approximately 1,000 persons attended the annual joint stockholders meetings of Plains Cooperative Oil Mill, Plains Cotton Cooperative Association and Farmers' Cooperative Compress Aug. 19 at Lubbock.

Directors were elected and will meet Sept. 9 to elect officers.

■ **OLLIE E. JONES**, retired Swift & Co. vice-president and longtime oil mill leader, keeps busy with his farming and business interests in Illinois.

• P&G Has Record Sales, Earnings

PROCTER AND GAMBLE CO. on Aug. 20 reported that sales and earnings for the fiscal year which ended June 30 were the largest in its 122-year history.

Consolidated net sales of P&G and its subsidiaries totaled \$1,368,532,426. Sales in the previous year were \$1,295,163,269.

Consolidated net earnings for 1958-59 increased 11.6 percent to \$81,697,965, equal to \$3.96 per share of common stock. Comparative figures for the previous year were \$73,196,618 in earnings which was \$3.56 per share.

Board Chairman R. R. Deupree and President Howard Morgens told P&G's 61,000 shareholders there is "good reason to expect continued sound development of the business" because of the company's diversified product line, its strong organization and the anticipated high level of industrial activity in the U.S.

Marketing School at Calcot

Calcot held its annual marketing school Aug. 20-21 at the Bakersfield facilities.

The school, held annually for managers and office personnel of gins interested in Calcot's marketing program, is a review by Calcot's staff of their program for receiving cotton from the grower members.

Korea Buying Cotton

USDA has authorized Korea to buy 40,000 bales of Upland cotton with \$4,280,000 of PL 480 funds.

Decisions on Labor Bill Expected This Week

Conference committees of the House and Senate at press time were considering labor legislation of wide interest to the cotton industry. Many groups have urged ginners and crushers to advocate Congressional support of the Landrum-Griffin labor bill, passed by the House recently.

Carolinas Ginners Elect Directors

The Carolinas Ginners' Association, Inc., has elected directors during recent meetings.

Representing North Carolina for the Central District will be E. L. Peterson, Clinton; David N. Guy, Lumberton and M. J. Oliver, Smithfield; Piedmont District, Ward Broom, Monroe; S. W. Davis, Charlotte and Ralph Elliott, Shelby, and Eastern District, W. R. Caudle, Halifax; J. P. Sumrell, Ayden and Groves Simpson, Lucama.

Representing South Carolina will be: District 1, Sam Metts, Greenwood; W. P. Fields, Seneca and Ira A. Wooten, Chester; District 2, W. R. Britton, Sumter; E. M. O'Tuel, Bennettsville and Ray Segars, Jr. Oswego, and for District 3, Frank Wannamaker, St. Matthews; I. W. Irick, Vance and F. H. Dicks, Barnwell.

Stefenson Appointed

Edmund F. Stefenson has been appointed director of advertising for Best Foods Division of Corn Products Co., Albert Brown, vice-president in charge of advertising, has announced.

■ **T. H. GREGORY**, retired National Cottonseed Products Association executive vice-president, has returned to Parkview Hotel, Memphis, to live. He has been in Pine Bluff, Ark., recently.



San Joaquin Valley Crop Earlier

HARVESTING of cotton is becoming general throughout California's San Joaquin Valley, where the crop is about two weeks earlier than last year's. This picture shows Scott Hodges, manager of Comanche Gin of Producers' Cotton Oil Co., sampling the first bale of new crop cotton from the Valley. H. L. Honn, center, grower of the first bale, received a certificate from H. F. (Kite) Morton, right, president of Fresno Cotton Exchange. The cotton was harvested Aug. 3 and ginned at Producers' Tejon Gin, near Bakersfield. Booth Woods was the ginner, assisted by Hodges, James Ritchie, Harry Schulze, Jack Suender and Arvil Tootle.

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AUGUST 22, 1959

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TEXAS HOSPITALITY



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Jack White, Operator.

Textiles' Newest Baby

(Continued from Page 7)

table, is broken down into four major types—rayon, acetate, cotton, and "others." The utilization is divided into low-end and high-end industrial uses, household and sanitary uses, and apparel. According to this table the two industrial uses account for 64 percent, or nearly two-thirds of the total. The household and sanitary uses account for 24 percent or nearly one-fourth, and the apparel usage accounts for 12 percent or about one-eighth of the total. The fiber consumption breakdown indicates that rayon accounts for 36 percent, acetate 12 percent, cotton 41 percent, and other fibers 11 percent. This places cotton fibers in the forefront but they are followed closely by rayon.

While cotton is still the leader in percentage of fibers used in the non-woven industry, many observers believe that cotton consumption will not expand very much in this field, but that the synthetic fibers will form the basis of expansion. This is not a particularly rosy outlook for the cotton industry, but neither does it necessarily follow that these predictions will be true. This statement is probably based on the fact that cotton has been supported at relatively high rates and therefore because of its price, virgin cotton was not too seriously competitive. Furthermore, until the development of rapid fiber tests, synthetic fibers could be made into quite a range of properties easier than the various types of cotton fibers could be identified for these purposes.

• **Cotton Has Advantages**—Cotton, however, has a number of advantages such as high absorbency, high wet strength, a soft hand and resistance to heat and alkalis. It has some disadvantages in the nature of poor resiliency and shape retention and a relatively limited range of staple lengths and diameters. Cotton wastes, are, of course, much cheaper than virgin cotton but they are generally shorter staple length and result in less strength and poorer finish in the goods.

An analysis of rayon indicates that it has good absorbency, is quick drying and can be easily crimped. It has several disadvantages, however; these include low dry strength, a further loss of strength when wet and a poor abrasion resistance. Since cotton and rayon are the two least expensive fibers and most competitive in price (cleaned cotton being quoted by one authority at 35 cents per pound and rayon at 33 cents per pound), it does not appear to this writer that rayon has any particular advantage. True, it can be furnished in exactly specified lengths and finenesses and is perhaps more uniform, but cotton also comes in a wide range of lengths, fineness, strength, etc. and modern laboratory methods of fiber measurements plus infinite possibilities in blending all types of cotton can offset most of the so-called advantages of rayon.

This, together with cotton's strength, fiber friction, etc. certainly should keep cotton in this field. On a price basis, the estimated figure given by one authority of 35 cents per pound is too high, since cotton price supports have dropped and it appears there will be further reduction in the market price of cotton. With "A" cotton being supported at 33.90 cents per pound for Middling one inch, and "B" cotton at 28.20 for Middling one inch, with a resale price of the "A"

cotton at 31.02 cents (Lubbock, Texas), it would appear that virgin cotton would be definitely competitive with rayon. Pricewise, therefore, in those non-wovens which do not require specific fiber qualities which only rayon might be able to furnish, if such exist, it would appear that cotton could more than hold its own in most fields. If one considers that cotton waste materials, such as card waste or comber waste, would sell from 12 to 15 cents below the price of raw cotton, this would certainly bring it into a price range which could dominate the lower industrial uses.

In addition to the prices quoted above, there are any number of grades, staples, and colors of cottons much cheaper than Middling white, one inch. For example spotted cotton one inch staple, Middling grade, is supported at 24.60 cents in the "B" program. This is a very competitive price to that of rayon, even if the cotton loses as much as seven or eight percent waste in the cleaning and carding operation, because the card strips removed still have value at approximately 15 cents and could be used in lower quality non-woven goods. Undoubtedly there are many fields where short staples could also be used.

In addition, the cotton industry each year has a certain percentage of grades and staples which are ineligible for the government loan, and which could furnish a sizable percentage of the fiber necessary for the non-woven industry. Many of these have good staple and are of fairly good grade but they might be heavy spotted or tinged cottons. Also they frequently have a low Micronaire value, which makes them less desirable for the spinning and weaving trade, but which might not be detrimental in the non-woven industry. In fact, the lower the Micronaire, the more the surface area of the fiber per unit of weight. Since non-wovens are based primarily on the bonding of the surfaces of the fibers, this low Micronaire might even be a distinct advantage.

In one experiment along this line, the manufacturer reported that low Micronaire cotton was satisfactory except that

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in the kier boiling it tended to mat and form channels so that all the fibers were not thoroughly wet by the liquid. This difficulty might be overcome by mechanical means. Another solution might be the addition of a percentage of higher Micronaire cottons. It has been demonstrated in spinning tests that the addition of a small percentage of higher Micronaire cotton breaks up the hard mass of fibers and permits smooth and uniform drafting. A similar effect may also apply to kier boiling.

There are many grades and prices of cotton, and undoubtedly many diverse uses, if the processes in the making of non-wovens were slightly modified, or if the various known physical properties of different cottons were utilized to their fullest extent. Price comparisons, therefore, between cotton and rayon are by no means fixed, but are quite flexible depending upon end use.

An important factor for the future is the fact that rayon has been increasing in price with little or no sign of reduction ahead, whereas cotton, under the new price support legislation has already dropped three cents per pound with further drops definitely ahead.

• **Other Fibers** — The other man-made fibers are acetate, tri-acetate, nylon, acrylic fibers, vinyl derivatives, polyesters, and glass staple fibers. These range from 36 cents per pound for the acetate fibers to \$1.28 per pound for the first grade nylon and a \$1.50 per pound for the polyesters. These fibers, of course, are so different from cotton and rayon that they would probably not compete directly, but would be used only for specialized purposes, where

specific properties of the fabric are required, and which could not be obtained either by cotton or rayon at any price.

Some manufacturers say that cotton is at a disadvantage with synthetic fibers even at a comparable price, since man-made fibers can be produced at will in a wider range of physical specifications, especially in regards to staple length, strength, diameter, crimp and luster, and they, therefore, predict only a limited expansion of cotton in the non-woven industry. This may be true, but it is not taking into account the tremendous possibilities of blending various cottons for specific purposes or blending cottons with other fibers.

Among the natural fibers, other than cotton, which have been used at times in non-wovens are wool, which has some special properties of loft, soft hand, heat insulation, and resistance to petroleum chemicals. A wide variety of other natural fibers occasionally used serves to demonstrate the flexibility of the non-woven processes. A partial list of these other fibers would include sisal, jute, hemp, silk, fur, flax, kapok, and abestos. It is doubtful if the full range of possibilities in blending have been fully explored.

Processes

Following cleaning and preparation of the fibers, the first process used in the manufacture of non-woven fabrics is preparing the web or sheet. This can be done by carding, garneting, airlaying machines, or wet laying processes. Carding and garneting make it possible to have the fibers lying essentially in a

longitudinal direction, or if desired in two directions such as cross-lapping, or in various combinations of the two to produce a web of many directions. The air and wet laying processes give random web formations with individual fibers lying in all directions.

The first type of web such as obtained from a cotton card, has the fibers lying in one general direction. They are not necessarily all parallel, but they tend to put themselves in the lengthwise direction of the sheet.

A cross-lay method is used to provide a web with more balance and strength distribution. This is done by various processes in which webs are laid on a conveyor on an alternating basis, first in one direction and then in the other. This type of web is generally stronger than the one direction type, but is usually poorer in uniformity.

A fairly new process called air-lay random formation is becoming important in the industry. This is done by a highly technical process of picking up individual fibers and blowing them against a screen or rotating perforated cylinder. In this process the fibers are laid randomly in all directions.

Another method, the wet lay process, is in use. It utilizes conventional paper making equipment. The fibers are usually mixed with chemicals to form a slurry and then ordinary beaters and pulpers found in the paper mill are employed. This slurry is deposited on a mesh screen and excess liquid drawn off. The web then passes from the screen to drying equipment such as heated drums, etc. The main advantage of this lies in the

(Continued on Page 31)



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By LYLE E. HESSLER and JOHN W. THOMAS*

Texas Technological College
Lubbock, Texas

Segregating Cotton By Harvesting Methods On the High Plains

MANY FACTORS play a part in the ultimate character of cotton fiber. Environment and agronomic practices govern the degree of development. Variations in methods of harvesting and other production practices, such as watering too late, defoliating too soon and improper ginning, often influence the quality of fiber.

In years when fiber development is slow because of adverse environmental conditions, a segregation of early and late cotton may be of economic importance in handling the crop. In these years, much of the late crop is underdeveloped and in some cases, depending on the proportion of good to poor cotton, the value of the cotton will be lowered far in excess of the amount of underdeveloped cotton. Therefore, a segregation of the early and late cotton may raise the overall quality. In many areas, early cotton tends to set a standard or base value for future purchases. A sure market for a large percentage of the crop is assured by this practice if the early cotton has good development.

Materials and Method

In 1957, adverse environment slowed down fiber development and much of the crop was of poor character and below grade on the Texas High Plains. The year had many advantages for studying crop segregation because of the large amount of poor cotton. A study of 12 experiments was designed to obtain information on quality of cotton and determine economic values by using different methods of harvesting for High Plains cotton. In reporting the data, averages of the different methods of harvesting were used to facilitate handling the results.

Hand snapping of the early bolls was followed by mechanical cleanup as one method of harvest. The usual practice of a single machine stripping was used as a comparison. Some of the ginning was done by Texas Agricultural Experi-

ment Station, Substation No. 8, gin without a lint-cleaner. To compensate for the lack of commercial ginning with lint cleaners, the samples were put through the Shirley Analyzer to determine non-lint and fly (short wasty fiber), and also to assure a uniform sample for fiber testing.

Fiber properties were determined under standard conditions of temperature and humidity. Fiber length was determined by Fibrograph, strength by Pressley tester and fineness by the Micronaire. The Shirley Analyzer determines the non-lint waste in a sample of cotton and also the wastiness by giving a measure of the amount of fly. The spinning test was made with conventional processing using long draft equipment.

Results

FIBER PROPERTIES—The average grade and staple for hand snapped cotton was Low Middling 31/32. Single machine stripped was Strict Good Ordinary plus 15/16. Machine clean-up was Strict Good Ordinary minus 29/32.

Grades, based on Shirley Analyzer non-lint waste, showed grades of Low Middling for hand snapped, Strict Good Ordinary for the one strip and Strict Good Ordinary minus for the mechanical cleanup. Shirley Analyzer determination of non-lint waste for the hand snapped cotton was 7.8 percent, one strip 11.2 percent, and mechanical cleanup was 12.5 percent. Cage loss or wastiness from cotton fly was 1.3, 1.8 and 3.0 percent respectively, for the three methods of harvest (Figure 1).

The physical tests (an analysis of variance showed length and fineness to be significantly different at the five percent level for harvesting methods)

based on instrumentation gave a better evaluation of the different methods of harvesting than the grade and staple. The average Fibrograph length for the three methods was hand snapped, 0.98; one strip, 0.94; and mechanical cleanup, 0.90 inches; or a difference of better than 1/16 of an inch from the best to the poorest cotton in these tests. Based on Micronaire fineness, fiber development was better on the hand snapped cotton, which had an average micronaire value of 3.5 (Figure 1). This value was 0.7 of a micronaire unit higher than the single stripped cotton and 1.0 unit better than the mechanical cleanup cotton. Individual tests in some cases showed a greater difference in fiber development. Strength of fiber was slightly greater for the stripped and mechanical cleanup over the hand snapped cotton, (Figure 1), perhaps due to more fibers per unit area for the finer cottons.

The results were rather consistent in showing the hand snapped cotton to be longer and better developed than the cotton from the other two methods of harvest.

SPINNING PROPERTIES—Some representative samples from different harvesting methods were chosen from the experiments to evaluate the cotton for yarn manufacture. The hand snapped cotton was superior for yarn processing over the stripped cotton because it produced less picker and card waste, fewer neps and made yarn of better appearance, grade, and strength (Table 1). The hand harvested cotton gave an average yarn appearance grade of B; whereas, the stripped cotton was C and the mechanical cleanup harvest cotton was only D.

The difference in yarn grade was

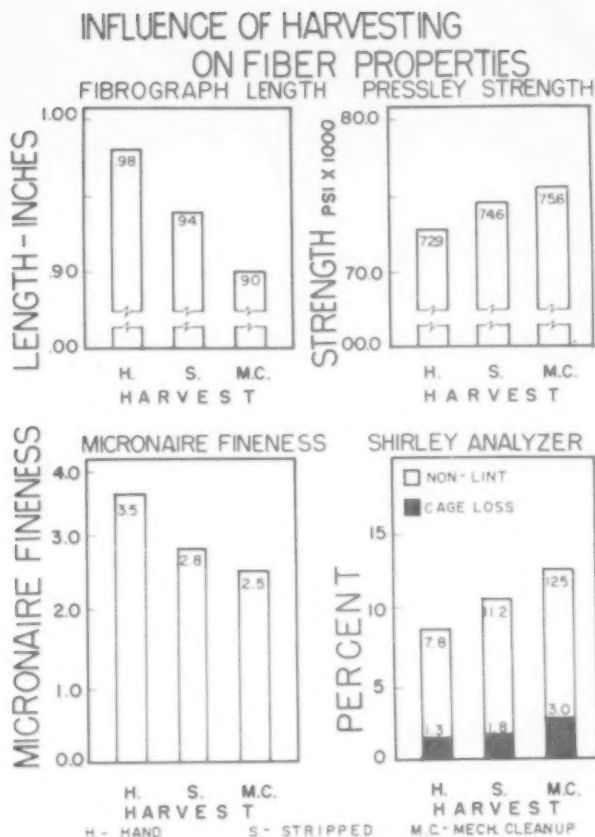


FIGURE 1—Average physical properties of cotton from different harvesting methods.

*Respectively, Cotton Research Committee of Texas and Cooperatively, Texas Experiment Station, Texas A&M College and Texas Technological College.

largely due to increased neppiness of the fiber from stripped and mechanical cleanup cotton. Neps for the single machine stripped cotton were twice as high or more, than for the hand snapped cotton. Neps ranged from 21 to as high as 327 per 100 square inches of card webb. One test showed 44 neps for the hand picked cotton as compared to 327 for the mechanical cleanup cotton. A nep spread of this magnitude makes a difference of several grades in yarn appearance. The average yarn strength in pounds was 96 for hand snapped, 93 for one strip, and 90 for the mechanical cleanup (Table 1). The greater yarn strength for the hand snapped cotton may be attributed to better fiber length. On the other hand, finer cotton in the other two methods of harvest tended to compensate for length. As might be expected, based on the Shirley Analyzer, results, picker and card waste was considerably less for the hand snapped cotton.

Table 1. Spinning Properties of Cotton from Different Methods of Harvest.

Harvest	220" Yarn Strength, Lbs.		Yarn Grade	
	Av.	Range	Av.	Range
Hand Snapped	96	86-102	B	C+ - B+
One Strip	93	85-95	C	D - B
Mechanical Cleanup	90	79-95	D	B.G. - C

B.G. is Below Grade.

Discussion-Summary

In localities where environment is adverse (low temperature) or the season is short, the first cotton to open is usually superior in development. Cotton may open prematurely, because of insect, disease or drought damage, to produce underdeveloped fiber. Generally, the percentage of this prematurely opened cotton is limited in quantity and does not greatly influence the quality of the crop. On the other hand, long periods of weathering in the field tend to shorten the fiber staple and add color to the lint. Also, there is a greater chance of fiber loss from strong wind, the longer the cotton remains in the field.

More thought should be given by the producer to cotton in demand by the mills. Most of the hand harvested cotton in these tests would be considered acceptable for mill use in a number of categories of yarn and fabric manufacture. On the other hand, much of the once-over stripped cotton is of questionable value for better yarns and fabrics. The high nep count would compel the stripped and mechanical cleanup cotton to be used in coarse goods or largely industrial fabrics such as coarse sheetings, ducks, and drills.

To insure an adequate supply of high quality cotton, mills normally tend to stock enough cotton to last from one harvest to the next as soon as it is available. Buyers are aware that when open bolls are left in the field, their quality may be lowered materially by unfavorable weathering.

Growers should recognize the many economic advantages of marketing their cotton as early as practical. Generally, a greater percentage of early hand snapped cotton sells on the free market at a price exceeding the government support price than does late harvested cotton. As the season progresses, more and more cotton goes into government storage because many mills have satisfied their demand and the cotton quality has become lower due to weathering and poor development.

The average quality of hand snapped cotton in this study is Low Middling

31/32 staple; single machine stripped, Strict Good Ordinary plus 15/16, and the mechanical cleanup, Strict Good Ordinary minus 29/32.

The government support prices for white cotton of the above grade and staple lengths was 25.68, 22.43, and 21.68, respectively, in 1957-58. The return per pound was 23.68 for cotton when a field had one-half of the lint hand snapped, which was approximately the average for this study. In some years when a large percentage of cotton opens early there may be an economic advantage to hand snapping because of the quality differences rather than waiting until after frost to single machine strip.

However, the grade and staple only partially determine the price at which cotton will sell. Cotton superior in Micronaire will be in demand, whereas low Micronaire cotton sells at a discount. The hand snapped cotton averaged a Micronaire of 3.5, the single machine stripped 2.8, and the machine cleanup 2.5. Cotton mills are demanding discounts on overly fine cotton. Buyers estimate that a 3.5 Micronaire has a value of 300 points above that of the 2.8, and 450 points above the 2.5. This discount amounts to an average loss of \$15.00 per bale for single machine stripped and \$22.50 per bale for the machine cleanup cotton.

Uncertainty of environmental condi-

tions emphasize the importance of proper planning of harvesting methods. In 1957, a year with unfavorable climatic conditions, harvesting methods had a marked influence on the value and utility of High Plains Cotton.

Acknowledgement

The research is a part of a continuing study sponsored by Cotton Research Committee of Texas, Texas Technological College, Texas Experiment Station and the Plains Cotton Growers, Inc.

Note: An Economic Analysis of Harvesting Methods in connection with this study is contained in Texas Experiment Station Progress Report No. 2071.

400 Irrigation Wells Drilled

Seminole County, in West Texas, reports more than 400 irrigation wells drilled in the past 12 months. The county now has about 1,200 wells to irrigate cotton and other crops.

Bacterial Blight Worse

A heavy infestation of bacterial blight in cotton is reported on the Texas High Plains. Lubbock Experiment Station workers say it is the worst outbreak in years, exceeding the relatively high loss of seven percent of the crop from the disease last season.



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By Kern Tips

(KERN TIPS, Houston, an executive of McCann-Erickson, Inc., is nationally known as an authority on advertising, and also as one of the most popular sports announcers in the country. His football broadcasts each fall are heard by millions of listeners. The following article consists of excerpts from his remarks at the recent Sales Clinic for the cotton oil industry, sponsored by Texas Cottonseed Crushers' Association and held at Texas A&M College.—Editor)

The emphasis that this Clinic is placing on a thorough appraisal of your products' capabilities, the nature of the markets for these products, and the need for aggressive product selling gives point to a discussion of advertising's role in product marketing.

Advertising is only one ingredient of a successful marketing formula, but when it is in balance with the other marketing factors, then Advertising Pays. Advertising brings communication to the marketing-mix that moves products from the farm, the factory, the warehouse and the shelf to the ultimate customer.

• **How Communicate?**—First, let's make some assumptions. Let us assume that we know our products' capabilities—honestly, objectively and with forward looking purpose; and let us assume that we know our markets, and how to supply them with modern products—products that meet the markets' needs efficiently, competitively; and finally, let us assume that we have opened channels of distribution to these markets, and have devised a method of product selling that is aggressive, sustained, competitive.

Now, it is time to communicate—to advertise products—first, with a clean-cut, convincing product-advantage and product-benefit story conveyed in con-

vincing, clear-cut copy and illustration; second, by telling the story to the right people at the right time in the right place; third, by providing the funds to tell the story often enough and loudly enough to register and stimulate buying-action.

The development of the action-compelling copy theme is rooted in facts—facts about the product, the people who are its customers or prospects, the nature of the competition, the opportunities for expanding the market or gaining a larger share of markets.

Armed with facts, advertising's creative people have a way of building strong and direct communications between the advertiser and the customer. Often, the advertiser may be separated from his ultimate customer by converter, processor, manufacturer or distributor; advertising serves to link these intermediaries in the market process while it strikes for product sales to the end-customer.

Again, with facts at their command, writers can write, artists can draw, photographers can photograph in terms of markets—or people's—needs, reasons, emotions and justification for buying. They can talk with people, instead of at them or to them, on their own terms. Experience tells us that people respond less to cold facts about a product or company than they do to those facts presented in relation to their own interests and needs.

The second qualification for effective advertising is communicating with the right people at the right time in the right place. If we know our markets, we know the right people; reaching these people becomes a matter of picking the right media, and using them at a time when they are most likely to influence product sales.

Again facts are invaluable, for armed with facts, advertising's media specialists can bring skill to the job of media selection. These media experts also are realists in fitting media plans to budgets—in getting the best mileage for the available advertising dollar. Media planning—the business of talking to the right people at the right time in the right place—is of utmost importance in successful communication.

• **How Budget?**—Finally, of course, the best of advertising copy and the soundest of media plans still require the funds to go to market—to tell the product story often enough, loudly enough to help close the sale.

Two popular methods of budgeting are to apply a percentage of sales or fix an assessment per unit in arriving at the advertising dollars available. Each needs careful appraisal in today's fast-changing and often complex markets, for they may not take true account of the size of

the job to be done or full advantage of the opportunity that presents itself.

Another method that is being more and more generally applied is to determine as best you can the profit-contribution that would be made by added-volume, added-sales, added-markets, new product uses. Then estimate how much advertising by dollar-weight would be required, or could be afforded, to develop the additional volume. In the marketing of any product where large volume is required for adequate return, an advertising effort that helps build sales to and above the break-even point is obviously a sound investment.

Advertising by itself won't work miracles; but wisely used as an ingredient in a planned marketing program, it can make a substantial contribution to profit. On those terms, Advertising Pays.

• Synthetic Fibers Set Record

SYNTHETIC FIBER production rose 32 percent over the depressed level of the same 1958 period to a record high in the first six months of 1959. Output was 945 million pounds in the 1959 period.

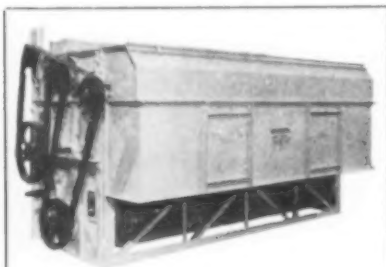
Textile Economics Bureau reports that shipments of synthetics exceeded production during the period. Imports of synthetic fibers also are running well above levels of a year ago.

Cotton Field Days Held

Cotton field days have been arranged for North Carolina farmers, by the Extension Service.

Cleveland County held a cotton field day, Aug. 18, at the farm of Toy Webb, beginning at 8 a.m. Scotland County farmers held their cotton field day Aug. 19, at 1 p.m. on the farm of John Blue.

Both of the cotton field days were designed to demonstrate all of the individual steps, and the equipment necessary, to carry out all approved practices.



**MASTER BURR
EXTRACTORS . . .
THE BIGGEST IN
THE BUSINESS**

"Don't use a boy for a man's job!"

**HINCKLEY
GIN SUPPLY CO.**
4008 Commerce
DALLAS 26, TEXAS

**Ace "GIN"
BLOWER-CLEANER**

**TRY IT
FREE!**



**ACE POWERFUL
1-1/3 H.P. BLOWER**
**STANDARD FOR ALL GINS...
THOUSANDS IN USE!**

- Keep your gin motors free of lint... prevent overheating and burn-outs.
- Plenty of power for all gin cleaning.

WE WILL SEND ONE FOR FREE TRIAL.
WRITE FOR DETAILS NO OBLIGATION

ACE-SYCAMORE, INC.
446 DEKALB AVE. SYCAMORE, ILL.

Textiles' Newest Baby

(Continued from Page 27)

great production speeds that can be obtained on paper machines compared to other non-woven processes. A startling example is that the paper machines operate at speeds up to 2,000 feet per minute, whereas webs on cards and garnets are formed at only one-twentieth of this speed, and, of course, woven fabrics are produced at only a few inches per minute.

There are, however, disadvantages to the wet process in that fiber lengths are limited to a quarter to one-half inch range. This method, of course, has created considerable interest because of its high speed, but there are many technical problems yet to be solved. Some people even say that this process is not, technically speaking, a non-woven one, but it is really a paper product.

• **Next Process** — The next step after web formation is some method for adding strength and cohesiveness to the web, or bonding, as it is called. One method, mechanical bonding, tangles the fibers. This mechanical method can be done by four different methods. One is by natural felting, as in wool. Another is by crimping fibers, that is, forming ridges in individual fibers by mechanical or chemical means. A third is the treating of the fiber with caustic solution to produce a felting effect. Another is the use of a needle loom process.

Other bonding methods involve the use of chemical agents in the form of emulsions, powders, or solutions. These can be applied to the non-woven web by immersion or spraying, or by rolls or pads. The bonding agent can completely cover the web, or it can be applied to form a discontinuous pattern by processes similar to printing, such as the laying of a strip of bonding material across the web at definite intervals. The thermo-plastic fibers can be bonded, of course, by subjecting them to heat which causes them to become tacky and stick together upon cooling.

In the making of non-wovens, the bonding agents frequently used are materials which are based on various rubber latices, resins and glues, which are added to the web as emulsions or solutions. Of these, emulsions are by far the most popular. Considerable research has been done upon the type of bonding agent to be used and these bonding agents determine to a large extent the final products, or characteristics of the product, such as the hand, the loft, the drapeability, and so forth.

Saturation bonding is probably the most common method used today. This method employs apparatus which supports and passes the fragile web through a liquid binder bath. The web is then passed through squeeze rolls to remove the excess liquid and finally passed over drying cans.

There is also a method called segmental bonding which is discontinuous, such as a pattern intermittently printed on the web. This consists of the application of a bonding agent in a uniform pattern on the web resulting in definite bonded and unbonded portions of the surface. The fabric so produced is soft, flexible and drapeable, but strength and durability is typically low.

The shape and frequency of the pattern or bonded portion in a large measure determine the desired effect in the

finished goods. This type of bonding can be applied with print rolls placing the bonding agent or pattern crosswise of the web, and it provides fabric with good strength crosswise, but not necessarily lengthwise. If the bonding agent is applied in a diamond shaped pattern it allows strength in the transverse direction before breaking.

Future Outlook

As more companies become interested and research develops new products, it appears certain that non-wovens will not only improve in present uses, but will expand into new fields. Close relationship between non-woven producers and the suppliers of fibers and machinery should develop new processes, new fabrics, and new markets.

Another factor in the expansion of non-woven fabric is its potential for finishing. At the present time only a small part of the non-woven production undergoes finishing other than the drying operation. These finishings can be expected to become more important, however, as non-woven fabrics move into more consumer goods.

Up to the present time the cotton industry has done little or nothing to protect and expand cotton's position or future in this field. On the other hand, the synthetic fiber manufacturers have been eager and most helpful in finding uses for their fibers. Cotton producers organizations need to stimulate all other cotton groups to join them in an all-out effort to capture some of these rapidly expanding markets.

QUESTIONS FOR ADVERTISERS

WHAT PERCENTAGE

of gross sales
should be spent
on the over-all
advertising budget?

ANSWER:

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(for industrial advertisers)
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devoted *directly* to
advertising and
sales promotion!

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advertising
IMPACT
in

THE
COTTON GIN
AND
OIL MILL
PRESS
DALLAS




Note the hot air on the cleaners is blown through the cotton by a series of nozzles (similar to the air blast nozzles on a gin stand), forcing the dirt, leaf trash and stems through the screens. Cleaners made in any number of cylinders to meet local conditions.

STACY Cotton Drying, Cleaning and Extracting System

By actual laboratory test Stacy Spider Arm Cleaner Cylinders expel more motes, trash and stems than any other type of cleaner using wire-mesh screen.

During the past year many Stacy Cleaners have been equipped with Grid Bars instead of screens with amazing results. In examining the trash we found full cotton leaves, and practically all of the stems, sticks and trash were removed, most of which could not possibly have passed through a wire-mesh screen.

These Grid Bars are available for all Stacy Cleaners now in the field. The more leaf trash left in the cotton entering the gin stands, the greater the loss of lint at the lint cleaners, as the cotton fibres adhere to each particle of trash and are thrown off.



Closed view of our eight cylinder cleaner and drier.

MANUFACTURED BY
The STACY COMPANY, Inc.
2704 Taylor Street Dallas, Texas



BILL DENDON, left, a trainee at the United Cerebral Palsy Center, Fresno, Calif., and **James Mandella**, UCP unit president, show **James B. Mayer**, right, executive vice-president, Producers' Cotton Oil Co., miniature cotton bales. The bales were made on custom-built presses given to the unit by Producers.

• Handicapped Make Miniature Bales

THIRTY young adults who are trainees at the United Cerebral Palsy Training Center for the handicapped in Fresno, Calif., have gone into the miniature cotton bale business. The famous Fresno miniature bales are available for the cost of their manufacture—available for conventions, conferences, schools, or just for individual collectors who admire these California cotton souvenirs.

Producers' Cotton Oil Co., which has manufactured and distributed the custom-made tiny bales for the past decade, has transferred its entire facilities to the rehabilitation trainees. This includes a gift of two presses, which turn out the half-pound bales; the patterns, ties and bale tags—plus three large-size bales of cotton per year.

James F. Mandella, president of the United Cerebral Palsy Chapter, said "The miniature bale program should be excellent therapy for our trainees in the industrial workshop.

Also, it will bring a small profit to the trainees. The miniature bales, made out of California's famous Acala 4-42, will sell for 60 cents each. They are exact replicas of the actual bale. They make excellent displays for merchants' windows, for Cotton Week, for any type display or gathering pertinent to cotton. We are open for business, and we hope that we can supply the demand."

Producers' officials said the bales have always been in high demand. The firm answered requests for 1,500 bales during the past year.

Sister of C. P. Guthrie Dies

Mrs. Minnie Blair, the sister of Charles P. Guthrie of Dallas, died recently at Brownwood, Texas. Services were held Aug. 13 at Brownwood, where she had been living since 1895. Many friends of Guthrie in the ginning and oil mill industry will extend sympathy.

■ **BURRIS and FRANCES JACKSON** have enjoyed touring Europe this summer as a twenty-fifth wedding anniversary celebration.

MUSKOGEE STEEL STORAGE BUILDINGS

For—

- COTTONSEED
- SOY BEANS
- PEANUTS
- GRAINS

Designed, Fabricated and Erected
Confer with us on your storage requirements

MUSKOGEE IRON WORKS

Muskogee, Oklahoma

P. O. Box 1547

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Insist on

CROWN BRAND REX VARIETY
for 1960 Planting

- EARLY MATURITY
- RESISTANT TO WILT AND BLIGHT
- HIGH YIELD
- 36% TO 38% GIN TURNOUT

Write for Name of your Nearest Dealer

REX SEED, INC.
PARKIN ARKANSAS

• Labor Hearings Start Sept. 10

SEPT. 10-11 are the dates set for Department of Labor hearings on farm labor.

A proposal to deny government employment services to farm labor employers failing to meet wage, housing and transportation standards will be discussed at the hearings in Washington.

J. G. Reid Offers Services

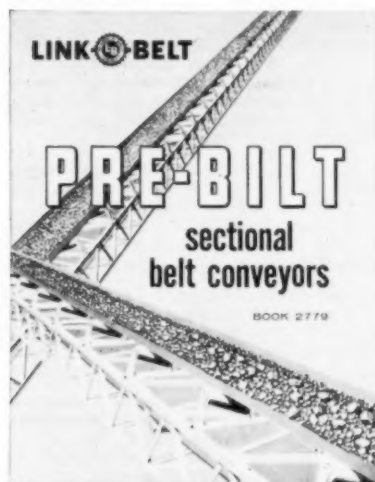
J. G. Reid, 1437 Milner Street, Birmingham, has announced that his services are available to the ginning and oil milling industries as a mechanical engineer. His office provides designs, specifications and reports and material handling and special mechanical equipment.

Reid has been associated with leading cotton oil mill and gin machinery manufacturing firms and other industries for many years.

New Bulletin

'PRE-BILT' SECTIONAL CONVEYOR SUBJECT OF HANDBOOK

A practical handbook on the use and selection of standardized "Pre-Bilt" sectional belt conveyors has just been released by Link-Belt Co. These conveyors, pre-engineered and shop-assembled from matched Link-Belt components, are adaptable to a large proportion of belt conveyor applications and operating conditions. With a new 40-page handbook, Book 2779, selection of the right equipment can be made quickly and easily, the firm says.



"Pre-Bilt" conveyors are part of Link-Belt's standard belt conveyor line. They are available in four belt widths of 18, 24, 30 and 36 inches for quick delivery from nine Link-Belt plants located in the U.S. and Canada.

A total of 22 components and accessories are listed in "Pre-Bilt Sectional Belt Conveyors," Book 2779, and also detailed engineering and selection data. Illustrations show installation applications in a variety of industries and typical layouts. A free copy of Book 2779 can be had by writing to Link-Belt Co., Dept. PR, Prudential Plaza, Chicago 1; or The Cotton Gin and Oil Mill Press, P.O. Box 7985, Dallas 26.

THE COTTON GIN AND OIL MILL PRESS
AUGUST 22, 1959

Rules Tightened for Cotton Exports-Barter Program

USDA has tightened its rules governing the export of U.S. cotton under the crops-for-minerals barter program. Exporters now must send overseas the identical bales of cotton originally purchased from government stocks. Formerly, they could buy cotton from the government and substitute other bales for the actual shipments.

Officials said the action was taken to make sure the value of cotton exported

matches the value of foreign-produced materials secured.

Officials said the new rule will not apply to shippers who can prove they must substitute some cotton to meet commitments for barter exports this month.

More Weed Killers Used

Texas' El Paso Valley reports chemical weed killers used on 75,000 acres of cotton and other crops this season. This compared with 15,000 acres in 1958 and only 1,000 in 1957.

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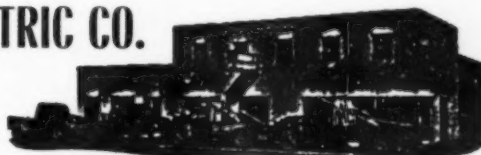
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CALENDAR



• Sept. 28-30—American Oil Chemists' Society fall meeting. Statler Hilton Hotel, Los Angeles. Lucy R. Hawkins, 35 E. Wacker Drive, Chicago, secretary.

• Dec. 5—Tri-States Oil Mill Superintendents' Association regional meeting. Memphis. O. D. Easley, Southern Cotton Oil Division, Wesson Oil & Snowdrift Co., Inc., Memphis, chairman.

1960

• Jan. 14-15—Beltwide Cotton Production-Mechanization Conference. Peabody Hotel, Memphis. For information, write Claude L. Welch, National Cotton Council, P. O. Box 9905, Memphis 12.

• Feb. 3-6—Southeastern Gin Suppliers' Exhibit. Biltmore Hotel, Atlanta. Concurrent with convention of Alabama-Florida, Georgia and Carolinas Cotton Ginners' Association. For exhibit information, write Tom Murray, P. O. Box 1098, Decatur, Ga.

• Feb. 5-6—Georgia Cotton Ginners' Association annual meeting. Biltmore Hotel, Atlanta. Tom Murray, P. O. Box 1098, Decatur, Ga., executive vice-president.

• Feb. 5-6 — Alabama-Florida Cotton Ginners' Association annual meeting. Biltmore Hotel, Atlanta. Tom Murray, P. O. Box 1098, Decatur, Ga., executive vice-president.

• Feb. 5-6—Carolinas Ginners' Association annual meeting. Biltmore Hotel,

Atlanta. E. O. McMahan, P. O. Box 512, Bennettsville, S.C., executive secretary.

• Feb. 5—Oklahoma Cotton Ginners' Association convention, the Skirvin Hotel, Oklahoma City. Mrs. Roberta Reubell, secretary, 307 Bettes Bldg., Oklahoma City 8, Okla.

• Feb. 6—Tri-States Oil Mill Superintendents' Association regional meeting. Greenville, Miss. Billy L. Shaw, Southern Cotton Oil Division, Wesson Oil & Snowdrift Co., Inc., Greenville, and Martin Letchworth, Leland Oil Works, Leland, Miss., co-chairmen.

• Feb. 8-9—National Cotton Council annual meeting. Statler Hilton Hotel, Dallas. For information, write Wm. Rhea Blake, executive vice-president, National Cotton Council, P. O. Box 9905, Memphis 12.

• Feb. 22-23 — Texas Cooperative Ginners' Association, Texas Federation of Cooperatives and Houston Bank for Cooperatives joint convention. Stephen F. Austin Hotel, Austin. Bruno E. Schroeder, Nash Building, Austin, executive secretary-treasurer.

• March 1-2—Western Cotton Production Conference, Bakersfield, Calif. Sponsors, Southwest Five-State Cotton Growers' Association and National Cotton Council, P. O. Box 9905, Memphis 12, Tenn.

• March 7-9—Arkansas-Missouri Cotton Ginners' Association annual convention. Memphis, Tenn. (In conjunction with Midsouth Gin Supply Exhibit at Midsouth Fairgrounds.) W. Kemper Bruton, Blytheville, Ark., executive vice-president.

• March 7-9—Midsouth Gin Supply Exhibit. Midsouth Fairgrounds, Memphis. Sponsored by Arkansas-Missouri, Tennessee and Louisiana-Mississippi Cotton Ginners' Associations. For information, write W. Kemper Bruton, Blytheville, Ark.

• March 17-19—The West Coast meeting, The International Oil Mill Superintendents' Association, the Hilton Hotel, Los Angeles. Earl Garner, general chair-

man, P. O. Box 507, Chowchilla, Calif. Carl Hogrefe, co-chairman, 1810 Milan Ave., Pasadena.

• April 3 — National Cotton Ginners' Association annual meeting. Dallas, Texas. Tom Murray, executive vice-president, P. O. Box 1098, Decatur, Ga.

• April 3-5 — Texas Cotton Ginners' Association annual convention. State Fair of Texas grounds in Dallas. For information, write Edward H. Bush, executive vice-president, P. O. Box 7665, Dallas 26.

• April 4-5—Valley Oilseed Processors' Association annual convention. Buena Vista Hotel, Biloxi, Miss. C. E. Garner, 401 Exchange Building, Memphis, secretary.

• April 4-6 — American Oil Chemists' Society spring meeting. Baker Hotel, Dallas. Society headquarters 35 East Wacker Drive, Chicago.

• April 7-9 — American Cotton Manufacturers' Institute annual meeting. American Hotel, Bal Harbour, Fla. For information, write ACMI, 1501 Johnston Building, Charlotte, N.C.

• May 2-3—American Cotton Congress. Texas A&M College, College Station, Texas. For information, write Burris C. Jackson, general chairman, Hillsboro, Texas.

• May 10-11—National Cotton Compress and Cotton Warehouse Association convention. Atlanta-Biltmore Hotel, Atlanta. John H. Todd, executive vice-president, P. O. Box 23, Memphis 1, Tenn.

• May 16-17 — National Cottonseed Products Association annual convention. Roosevelt Hotel, New Orleans. John F. Moloney, P. O. Box 5736, Memphis, secretary-treasurer.

• May 31-June 2—Eleventh annual Cotton Research Clinic, Grove Park Inn, Asheville, N.C. For information write George Wells, public relations representative, National Cotton Council, Ring Building, Room 502, 1200-18th St., N.W., Washington 6.

• June 5-7—Tri-States Oil Mill Superintendents' Association annual convention. Hotel Buena Vista, Biloxi, Miss. N. L. Pugh, Southern Cotton Oil Division, Wesson Oil & Snowdrift Co., Inc., Newport, Ark., general chairman.

• June 12-15—National Plant Food Institute annual meeting. The Greenbrier, White Sulphur Springs, W. Va. Institute headquarters 1700 K Street, NW, Washington.

• June 16-18—Southeastern Cottonseed Crushers' Association annual convention. Grand Hotel, Point Clear, Ala. C. M. Scales, 318 Grand Theatre Building, Atlanta, Ga., secretary-treasurer.

• June 26-28 — North Carolina Cottonseed Crushers' and South Carolina Cotton Seed Crushers' Associations joint convention at Ocean Forest Hotel, Myrtle Beach, S.C. Mrs. M. U. Hogue, P. O. Box 6415, Raleigh, N.C., secy.-treas.

• June 26-28—The International Oil Mill Superintendents' Association convention, the Hotel Texas, Fort Worth. H. E. Wilson, secretary, P. O. Box 1180, Wharton, Texas.

• October 17-19 — American Oil Chemists' Society fall meeting. The New Yorker Hotel, New York City. Society headquarters 25 East Wacker Drive, Chicago.

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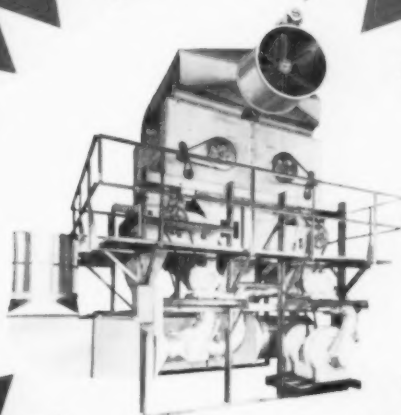
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